PRICE 25 CENTS

BROADCASTING
TELECASTING

The newsweekly of Radio and Television

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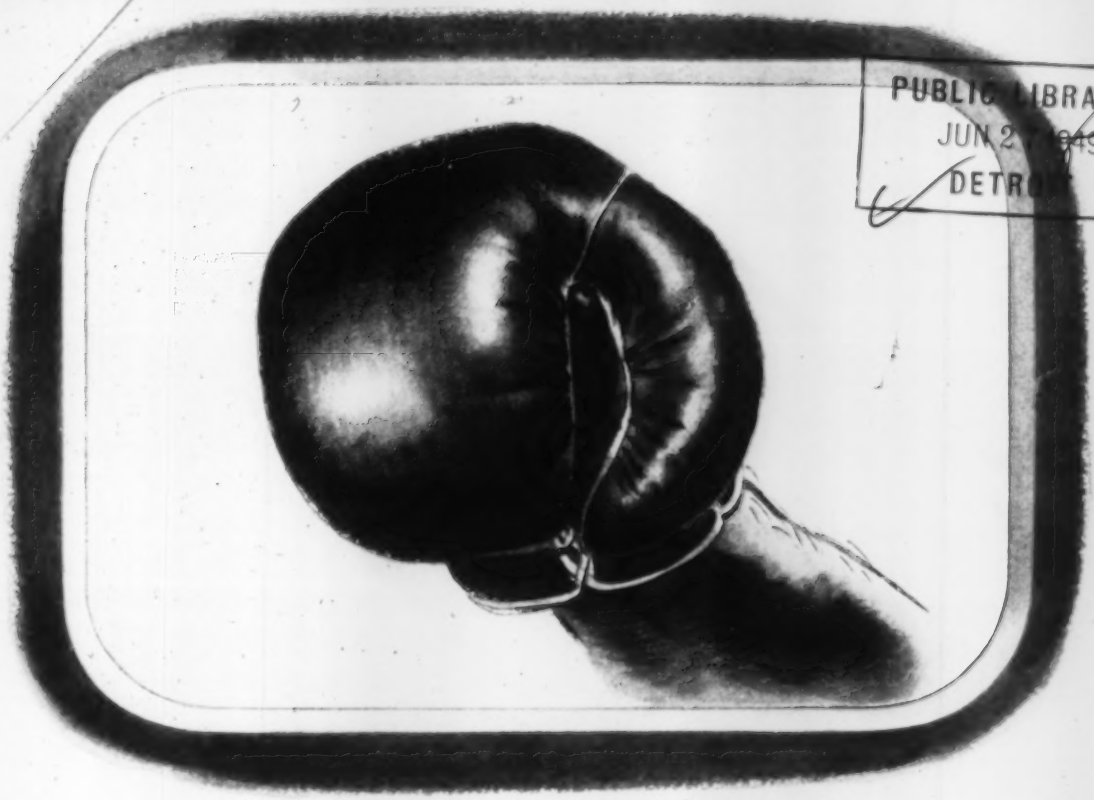

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Right where it SELLS!

Ever observed people watching a good TV Show? . . . Then you've noticed that their eyes and ears both are "at attention" . . . that a good TV commercial can hit them with the impact of a punch right on the button.

To make sure your TV punch reaches the greatest possible number of people, be sure to schedule Fort Industry's 3 TV stations: WSPD-TV (NBC, CBS & DuMont), Toledo; WJBK-TV (CBS & DuMont), Detroit; WAGA-TV (CBS & DuMont), Atlanta. Get your guard up—call Katz for availabilities. Now—today!

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, Ohio • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, Ohio • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, Ohio • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

OUR 25TH ANNIVERSARY YEAR

One WLS market broadcast made these folks $200!

IN 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noontime poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning . . . the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924, still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them . . . the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. "One of the family" in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.

A Clear Channel Station

WLS CHICAGO — The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

Announcing WAFM-TV

"Television Alabama"

The first television station
in Alabama
on the air June 15, 1949

On June 15, WAFM-TV ("Television Alabama")—
first TV station in Alabama and one of the most powerful
in the nation—began commercial operation.*

From an antenna towering nearly 1,000 feet above
Birmingham, WAFM-TV brings to nearly 1,000,000 people
the kinescoped programs of both CBS-TV and ABC-TV . . .
plus selected films and local programs.

For rates and availabilities on WAFM-TV—operated by
WAPI (Alabama's first AM station) and WAFM (Alabama's
first FM station)—call your nearest Radio Sales Office.

*With 26,000 watts visual and 13,600 watts aural power, "rural" classification.

WAPI *"The Voice of Alabama" • Alabama's first radio station*
WAFM *"Radio Alabama" • Alabama's first FM station*

"Television Alabama" **WAFM-TV**

channel 13

Alabama's first TV station • Birmingham

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

NEGOTIATIONS virtually completed whereby WLIB New York will be sold by Dorothy Schiff Thackrey, publisher of *New York Post-Home News*, to group in which Morris S. Novik, radio consultant and manager of WNYC New York under Mayor LaGuardia, is identified. Indicated price for 1,000 watter operating on 1190 kc limited time is in neighborhood of $175,000.

IF SENATE PLACES FCC over barrel by failing to confirm Comr. E. M. Webster for new term of seven years when his present term expires next Thursday, move may develop to name him interim chief engineer, post which has been vacant since George E. Sterling moved into Commissionership Jan. 2, 1948. Thereby, it's felt, Webster projects (i.e. techincal consulting committee, State Dept., Mobile and Safety Services, etc.) could be kept moving. Then he could reassume Commissionership status whenever Congress ratifies nomination or should President Truman give him recess appointment when Congress adjourns.

FOR WHAT It's Worth Department: Report rampant last week that Benedict P. Cottone, FCC general counsel, is next in line for any vacancy on FCC, including chairmanship. It's pointed out, however, that promotion would hardly occur with Comr. Frieda B. Henock on Commission since she also is New York Democrat. Cottone promotion would place Harry M. Plotkin, acting general counsel (Mr. Cottone is in Europe), in line for long coveted general counselship.

WHO GOADED Dept. of Justice into its investigation of "possible monopoly in broadcasting?" That's question being asked following disclosure by James E. Kilday, chief of anti-trust's transportation section, to Senate committee handling McFarland radio bill [BROADCASTING, June 20]. Some insiders are disposed to lay inspiration at door of FCC law bureau, but in other quarters it's thought that Gordon P. Brown, owner of WSAY Rochester, sparked it as sequel to litigation against networks alleging monopoly.

SUDDENLY called meeting of world TV committee meeting (CCIR) at Zurich, starting next week, is first round in battle to decide if U. S. or British video standards will prevail. Stakes are high for manufacturers eyeing equipment and receiver markets. Calling of meeting on short notice believed British maneuver.

IT WASN'T REPORTED on Washington's calling calendar but delegation of 10 members of United Electrical Workers (CIO) called on FCC Acting Chairman Hyde last week to protest TV freeze, arguing that it is resulting in union layoffs. Mr. Hyde told them that FCC's TV timetable was designed to thaw freeze as expeditously as possible.

Upcoming

June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.

June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, B. C.

June 27: NAB Radio News Committee, Drake Hotel, Chicago.

June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.

June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.

(Other Upcomings on page 38)

Bulletins

GROVE Labs., St. Louis, to sponsor *The Shadow* on more than 400 MBS stations effective Sept. 11. This in addition to sponsorship of series in selected eastern markets by DL&W Coal Co. for Blue Coal. Grove agency is Harry B. Cohen Adv. Co., New York. Program aired Sunday 5-5:30 p.m.

Business Briefly

MATHES NAMED ● Capehart-Farnsworth Corp., now IT&T subsidiary, names J. M. Mathes Inc., New York, as agency. Firm will continue radio-TV set production. Advertising plans nebulous but likely to include TV and possibly radio.

NU-ENAMEL AGENCY ● Nu-Enamel Co., Chicago, names Mitchell-Faust, same city, as agency. National AM spots to be used, and TV spots are planned in fall. Earl Sproul is account executive.

WALLPAPER PLANS ● United Wallpaper Co., Chicago, names Ruthrauff & Ryan, same city, to handle advertising for all divisions—United Wallpapers, Nancy Warren Wallpapers, Varlar Inc. and Trimz Co. Radio and TV expected to be used.

SHOE SPONSORS ● International Shoe Co. (Roberts, Johnson & Rand branch), St. Louis (children's shoes), Aug. 17 starts sponsorship of *Howdy Doody* on NBC-TV, Wednesday, 5:45-6 p.m. Agency, Henri, Hurst & McDonald, Chicago.

FCC Would Ban WHAS Sale to WLW

COMMON OWNERSHIP of 50-kw clear-channel WHAS Louisville and WLW Cincinnati would violate FCC rules and policy against concentration of control, FCC Examiner Leo Resnick ruled Friday in tentative denial of WLW-owner Crosley Broadcasting Corp.'s $1,925,000 stripped bid for WHAS properties.

In initial decision which under new procedure will become final in 40 days unless principals take exception and ask for oral argument before full Commission — which seemed foregone conclusion—Examiner Resnick concluded:

. . . The control of WLW and WHAS would be so complete, the overlap [of signals] so continuous throughout the round-the-clock operation in effect at WLW and proposed for WHAS, the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it affirmatively appears that the public interest would not be served by the multiple ownership proposed.

Indeed, to permit a single corporation to own and control these two powerful stations, which operate on two of the nation's 24 most desirable clear-channel frequencies, and which serve, to a considerable extent, the same vast areas and populations, would be to render Sec. 3.35 [duopoly rule] a nullity and to abandon the Commission's long-established policy in favor of competition and against concentration of control.

Decision did not deal with request of *Courier Journal* and *Louisville Times*, WHAS owner, for additional time to complete WHAS-TV, though this application was heard with transfer case [BROADCASTING, March 7, 14, April 18]. Decision on this is in preparation.

Though transfer denial not final, there was immediate speculation on next step if it's not reversed by Commission. Spokesmen for Barry Bingham family, which own WHAS properties as well as newspapers, have made it clear that sale was occasioned by expansion of other interests and desire for "complete financial self-containment." Accordingly it was felt other proposals for sale or partial sales would be entertained if acquisition by Crosley does not go through.

Overlap was "crucial" question of transfer case. Mr. Resnick noted there is none of consequence between WHAS-FM and WLWA (FM), and will be none at all between WHAS-TV and WLWT (TV). But, he found, AM stations' primary service overlaps in area representing 28.7% of combined unduplicated areas during daytime, and about 30.8% at night.

Mr. Resnick thought this would be less significant if listeners in overlap areas had "abundance" of service from other stations, particularly 1-A clear-channel stations. However, he found that "6,070 square miles in the nighttime overlap area (34% of the total nighttime overlap area), containing a population of 282,346, receives no other primary service at night and is thus wholly dependent upon WHAS and WLW for AM primary service." Further, he said, separate network affiliations of WLW (NBC) and WHAS (CBS) "tend to enable them to retain or secure more listeners in the overlap areas than if they had the same network affiliation."

Decision cited Crosley's interpretation of clear-channel service as requiring region-wide rather than strictly local appeal, and pointed out that WLW's so-called "merchandisable area" includes "not only practically all the areas within WLW's primary service, day and night, but also practically all of the areas to which WHAS renders primary service, day and night." WHAS is on 840 kc; WLW on 700 kc.

This Is Why

KRLD

Is Your Best Buy

"Proof of the Pudding.."

MASON'S CHICKS, INC.
P. O. BOX 173
PLAINFIELD
NEW JERSEY

Mr. Clyde Rembert
Radio Station KRLD
Dallas, Texas

June 2nd, 1949

Dear Mr. Rembert:

Our baby chick season has now ended, and we wish to take this opportunity to thank all of you at Radio Station KRLD for the fine co-operation and the splendid job you have done for us in selling Mason's Baby Chicks.

In going over our sales record for the past five months, we find that 1,576,300 baby chicks were sold through KRLD which places your Station among the "top ten" 50,000 Watt Stations used. I believe you will be interested to learn that your Station actually was second among our 120 Radio Stations throughout the country. We are most pleased, however, with the fact that the cost per inquiry [illegible] very satisfactory.

[illegible] business with you, it has been included in our schedule for the coming season. and be assured that your Station has been included

Very truly yours,
MASON'S CHICKS, INC.
Ruth Mason, President

RM:ael

50,000 WATTS Day and Night

Studios
DALLAS and FT. WORTH

KRLD

The TIMES HERALD Station
★ CBS ★

BMB DAY 692,670 NIGHT 842, 560

KRLD-TV
Now Under Construction

The Branham Company
Exclusive Representatives

WIP Produces!

Example # 15

15 years ago Tappins Stores, retailers in Jewelry and Optical Goods in the Philadelphia area, started buying time on WIP. They have been with us—52 weeks a year—without interruption ever since. And they have just renewed for another year.

WIP

Philadelphia

Basic Mutual

•

Represented Nationally by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

JACKSON'S SOLID!

MEET Roy Jackson and his Northwesterners! Plenty of Pacific Northwest people *do* meet Roy, both at KEX studios and at *countless personal appearances* throughout this vast market. That's why advertisers get such a tremendous "bonus" in sponsoring Jackson programs!

Each Friday night at 9:30, the Jackson gang hits the air with a fun-packed western musical show, now in its third year of continuous local sponsorship. And *every weekday afternoon*, the boys keep listeners happy with a solid half-hour beginning at 1:00 o'clock.

This live, lively afternoon program — an ever-popular show on Oregon's most powerful station — is an ideal vehicle for *your* sales story. For availabilities, check Eldon Campbell at KEX, or Free & Peters.

KEX

PORTLAND, ORE.
•
50,000 WATTS
•
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Interest Appreciated

EDITOR, BROADCASTING:

Thank you . . . for sending me a tearsheet of . . . the Dr. Pepper-Tracy Locke story. You handled it nicely in the interests of both concerns. We appreciate your kindly interest in us. . . .

Raymond P. Locke
Tracy-Locke Co. Inc. Adv.
Dallas, Tex.

* * *

'Topflight Job'

EDITOR, BROADCASTING:

I want to take this opportunity to tell you what a topflight reportorial job TELECASTING is doing for the entire television industry. The coverage of West Coast video, including activities of the Television Producers Assn. and the Academy of Television Arts and Sciences, is always alert and distinguished by good judgment. Both BROADCASTING and TELECASTING are basic reading for everybody in the trade.

Mal Boyd
President, Television Producers Assn.
Public Relations chairman, Academy of Television Arts and Sciences
Hollywood

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Advice to Graduates

EDITOR, BROADCASTING:

This is in partial reply to . . . A. A. Wisgardie [BROADCASTING, June 6], re: Mr. Williamson's survey of the personnel requirements of stations. In the first place, if Mr. Wisgardie would take the trouble to really read the article in question, he will find that it had to do with radio stations only, TV was not mentioned. . . .

Mr. Wisgardie wants to know "how to get experience"—there is only one way—and that is to WORK for it. This is distasteful to the majority of graduates of these so-called courses in radio and/or TV (most of them taught by people who never worked *successfully* in commercial stations of either media). These graduates—and I speak from experience—expect to take "a 72 week course," and come out knowing *all* about everything,—and to step into a responsible (if not an executive) job immediately.

. . . both radio and TV are, in the final analysis, show business—and no one ever learned that from books! In short, what Mr. Wisgardie should do is to: (1) Get a job where he will learn something about the theatre, music or motion pictures (regardless of the capacity), or, (2) get a job in a small station—and a *small* job, at that.

. . . I am not trying to say that study . . . is not of great value. But . . . people should first do some of the work . . . establish their aptitude and ability, and then study. There are a number of extension courses . . . which are top notch. . . .

W. H. Lancton
Radio and TV Director
Jackson & Co.
New York

* * *

'Quit'—A Strong Word

EDITOR, BROADCASTING:

Reference is made to Frank Silvernail's article on Page 26 of the June 13 edition of BROADCASTING.

He says "BROADCASTING tells me that in 1948, 4 AM stations folded, 49 gave back their construction permits, and 132 FM stations quit. So far in 1949, only 15 AM stations have folded or given back their permits, and 96 FM stations have quit."

I think it is appropriate to emphasize that of the 132 FM stations that "quit" in 1948 and the 96 FM stations that "quit" in 1949 only a very small proportion (I believe it is under five, but this may be checked with the FCC) were actually on the air.

It should be pointed out that applications for new FM stations are still coming into the FCC office each week and people that put an application in for anything *now* generally mean business as opposed to the immediate post-war influx of applications.

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

* * *

Editorial Discussion

EDITOR, BROADCASTING:

Congratulations on the fine editorial [etaoin shrdlu] in the June 13 issue.

I especially compliment you on the common sense discussion of the Commission's ruling on editorializing. . . .

R. T. Mason
General Manager
WMRN Marion, Ohio

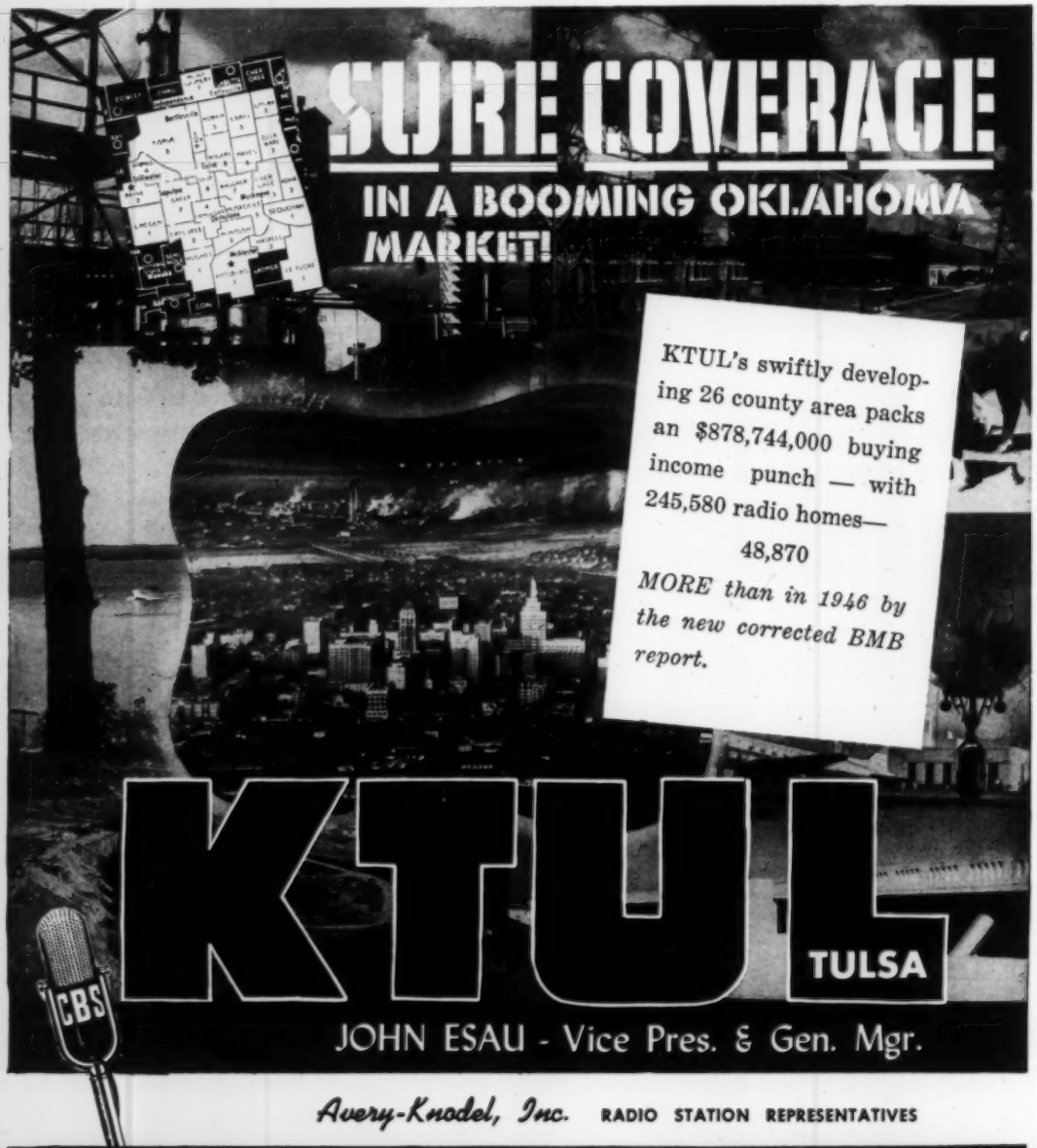
* * *

Appreciate Effort

EDITOR, BROADCASTING:

. . . We realize how much you have done during the past many years to improve the art of broadcasting. We expect you to do just

(Continued on page 14)


SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!
KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.
KTUL
TULSA
CBS
JOHN ESAU - Vice Pres. & Gen. Mgr.
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES
AFFILIATED WITH KOMA, OKLAHOMA CITY

How are your sales in..

Increase your sales in this six billion dollar market.
Hitch your sales curve to WGAR . . . and watch it soar!

and here's why:

*WGAR is consistently the leader in regular audience reports . . . WGAR ratings exceed national averages . . . WGAR is the only Cleveland radio station to have gained listeners over last year . . . WGAR has nine of the top fifteen daytime programs . . . WGAR has eight of the top fifteen evening programs . . . more than all other Cleveland stations combined!

Add to this the fact that WGAR has the strongest, most listenable signal in Cleveland, in Akron, and in Canton! Here you have an open door to an assured audience in a rich market area. To sell them . . . simply tell them your sales story through Cleveland's Friendly Station.

*Cleveland Winter-Spring Hooper Report
Dec. '48—April '49

WGAR

50,000 WATTS *Cleveland*

Represented Nationally by Edward Petry & Co.

WTAR delivers more listeners per dollar, too!

in the Big, Able, and Eager-to Buy Norfolk Metropolitan Market

Yes, most folks in the Norfolk Metropolitan Market listen most of the time to WTAR. WTAR delivers more listeners per dollar than any other Norfolk station, or any combination of Norfolk stations. Any Hooper report you look at shows this consistent, overwhelming preference for WTAR. And on the basis of listeners-per-dollar . . . WTAR is an even better buy.

So, for bonus audience and extra sales, let WTAR sell for you in the Norfolk Metropolitan Market.

P. S. You may be missing extra sales if the Norfolk Metropolitan Market isn't included in your radio plans. This amazing market—Norfolk, Portsmouth, and Newport News, Virginia—continues to grow.* Mate the mighty potential of this big market with the buyers' preference for WTAR, and watch your sales soar and profits more so.

*See Sales Management Survey of Buying Power, 1949, Page 128.

WTAR
WTAR-FM
WTAR-TV

N. B. C. Affiliate 5,000 Watts Day and Night
Nationally Represented by
Edward Petry & Co.

Agencies

FRED FREELAND resigns as program coordinator at WBKB (TV) Chicago to assume duties as television director at Ruthrauff & Ryan, Chicago. He succeeds **FRAN HARRIS**, transferred to R & R's Hollywood office to handle video.

SAMUEL SHEPLOW, formerly publicity director U. S. Treasury, Bonds Division, joins Luckoff, Wayburn & Frankel, Detroit, to head radio-TV unit of agency's activities. He has been a writer and producer.

MILTON DOUGLAS, formerly producer and director at DuMont TV network, appointed manager of television department of Stanton B. Fisher Inc., N. Y.

SAMUEL C. KLORES, president of Eastern Adv. Co., and **HARRY CARTER**, former executive vice president of Lester L. Wolff Adv., both New York, formed Klores & Carter Inc., with offices at 129 West 52d St., New York.

VINCENT V. VAN BUREN, account executive of W. Earl Bothwell Inc., New York, elected a vice president of agency.

LOU HOLZER, radio director of Lockwood-Shackelford Adv., Los Angeles, elected vice president in charge of radio and member of board of directors.

MAHLON G. REMINGTON and **FREDERICK W. BURNS Jr.** appointed to merchandising staff of Leo Burnett Co., Chicago. Mr. Remington is former merchandising director of Needham, Louis & Brorby, same city. Mr. Burns was a regional sales manager for Converted Rice Inc.

HAROLD M. WALKER, formerly creative director for Ruthrauff & Ryan, Seattle, named general manager of Rhoades & Davis, San Francisco.

CLAUDINE BARNETT, San Francisco accountant, joins Guild, Bascom & Bonfigili, same city, as treasurer.

JEFF YORK, formerly account executive with KLAC and KLAC-TV Los Angeles, joins Hunter Adv., that city, in same capacity.

EDWARD KOBLITZ announces formation of his own Los Angeles agency under name of Edwards Agency at 1367 S. Figueroa St. Telephone: Richmond 7-0427. Mr. Koblitz was formerly account executive with H. C. Morris & Co. and before that with Berghoff and Assoc., both Los Angeles. Accounts include Howard Automobile Co., Los Angeles Buick dealer, and Green & Hinkle Co., Beverly Hills (retail furniture).

M. GLEN MILLER, president of Chicago agency bearing his name, elected president of Executives Club of Chicago. He is former president of Chicago Federated Adv. Club.

NEW MEMBERS of Southern Calif. Advertising Agencies Assn. are **Baxter & Struthers**, 3160 W. 6th St., and **Neale Adv. Assoc.**, 448 S. Hill St., Los Angeles.

ROBERT HIXSON, president of Hixson & Jorgensen Inc., Los Angeles, elected to Southern California Assn. of Advertising Agencies board of governors to complete unexpired term of **HOWARD ERHLICH**, president of Abbott Kimball of Calif.

BEATRICE KENTZ, media assistant at BBDO, Los Angeles, elected president of Los Angeles Advertising Women Inc.

LANNAN & SANDERS ADV., Dallas, announces opening of Los Angeles office at 1127 Wilshire Blvd.

MacBRIDE PANTON, formerly with H. W. Kastor & Sons, and Blackett-Sample-Hummert, New York, joins Harry B. Cohen Adv., New York, as writer on copy staff.

VIVIAN COOPER, formerly with promotion department of WIP Philadelphia, announces opening of her own copywriting office in same city to do freelance work for agencies.

ALBERTO ORTEGA, former advertising and public relations director of Pan American Coffee Bureau, appointed director of Caribbean division of Foote, Cone & Belding International Corp. Agency also announced appointment of Publicidad Guastella, Cuban agency, as exclusive associate of FC&B International.

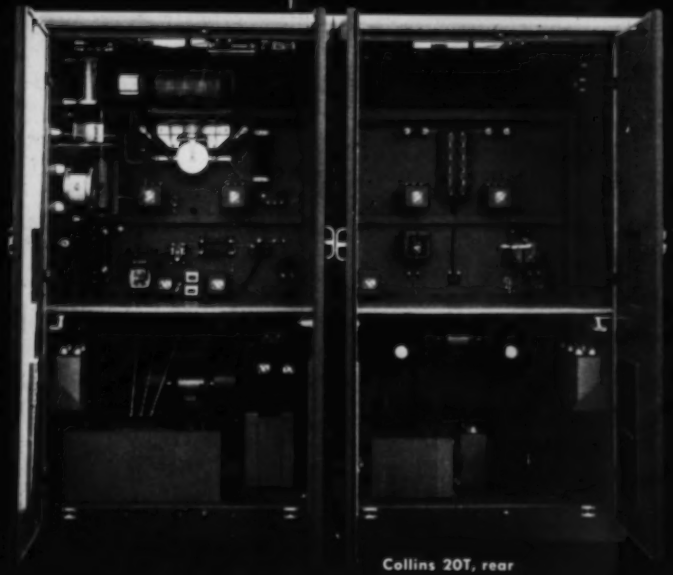
SAN JULE & STOFLE ADV., San Francisco, moves to new offices at 604 Montgomery St. Phone remains Market 1-1044.

RICHARD L. DAVIS, radio and television director at Foote, Cone & Belding, Chicago, and **ANN LIBBERTON**, NBC Chicago video script girl, announce plans to be married June 30.

The transmitter that has the reputation

in the 1 kw AM field

Collins 20T, front



Collins 20T, rear

Here are some of the reasons why the Collins 20T 1,000 watt AM transmitter is held in such high esteem by broadcasters who are using it and the many engineers who have examined it:

- Sound, modern design throughout
- Finest components, conservatively rated
- Roomy cabinet construction
- Complete accessibility; easy maintenance
- Forced air ventilation
- Dust covers and filters
- Door interlocks and shorting switches for personnel protection
- Full a-c and d-c overload relay complement
- Constant voltage regulation on filament circuits
- Wiring coded for quick circuit tracing
- Fused high voltage capacitors
- Three cycle overload reset
- Dual plug-in oscillators
- All monitor connections provided
- All stages metered
- Complete front-of-panel tuning
- Pull-to-start, push-to-stop switch
- Automatic sequence starting
- Instant power change
- Individual modulator bias adjustment
- Continuous operation rating at 100% modulation
- Triode tubes in audio system
- Feedback for audio stability

Are you planning a 1 kw AM station, or intending to modernize your present station? By all means, write us for more information about the 20T.

FOR THE FINEST IN BROADCAST EQUIPMENT, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St. NEW YORK 18	2700 West Olive Ave. BURBANK	M & W Tower DALLAS 1	Talbot Building DAYTON 2	Fountain City Bank Bldg. KNOXVILLE

For Profitable Selling

INVESTIGATE

WDEL
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
LANCASTER
PENNSYLVANIA

NBC AFFILIATES

Represented by

ROBERT MEEKER
ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Feature of the Week

RADIO is an excellent medium for launching new products, George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., told BROADCASTING. Its merits were proven again early this year when his company opened its $2 million campaign to introduce their new ammoniated dentifrice, Amm-i-dent, with impressive results in a series of test cities.

Mr. Abrams

The campaign, launched in February, skyrocketed demand to the extent that production had to be increased 4,000% in 90 days and brought output to a point where one day's production equaled total sales in January. Spot radio, newspapers and magazines were used.

Scope of Campaign

Radio alone was used in Columbus and Fort Wayne in the form of eight announcements a day. In Philadelphia and Pittsburgh 53 announcements were used during the first week on all major stations, in addition to participation programs. Comparable schedules were set up for St. Louis, Milwaukee, Minneapolis, Seattle and Detroit.

The New England and Yankee networks also were brought into the schedule, and in New York the company co-sponsored Mary Margaret McBride and Margaret Arlen over WNBC and WCBS.

Sales Volume Rises

"Excellent results were obtained," Mr. Abrams said. "Sales volume is showing a steady increase. Results were less immediate than those from newspaper advertising but better sustained."

In addition to the schedules indicated above, all of which were devoted to promoting Amm-i-dent, the Block Drug Co. bought time on more than 200 individual stations in connection with other products during the past year. The Amm-i-dent campaign, too, is continuing steadily in a number of cities.

Cecil & Presbrey, New York, is the agency.

On All Accounts

HIS first introduction to radio resulted in a 10% wage reduction before even going to work. This might have deterred a less stouthearted citizen, but not Marvin Young.

And proof of his ability to stay with it is tersely reflected in his current status as Hollywood head of radio for Ruthrauff & Ryan. Originally he joined the agency in May 1947 as business manager and was promoted to his current job in July of the following year.

The pay cut which preceded any actual performance occurred at NBC San Francisco in late 1934. Marv went to work at NBC as a writer-producer; and as he recalls it there was no work letup corresponding in any way to the pay cut, for he was busied with the writing and/or producing of 29 shows weekly. The writing ranged from dramatic material to continuity for musical and variety formats.

MARV

In fact one of these shows involved a young man named Hal Peary in songs and patter; later this chap blossomed as "Gildersleeve." Among the programs produced, the youthful Mr. Young had a hand in shows for such advertisers as Chevrolet, Folger's Coffee and Cardinet Candy.

About a year after joining NBC in San Francisco, he was transferred to Hollywood operations as production manager. As such he assisted in the starting of such programs as *Kraft Music Hall* and *Bob Hope Show*. On the latter show, he recalls it was at first difficult to round up an audience for the then little-known comedian. And it was necessary to lead people from the exit of the adjacent studio to the Hope studio, thereby insuring an audience.

In 1937 he was named assistant program manager of NBC Western Division and continued in that capacity until entering the service as a major in July 1941. As such he organized from the beginning the entire live entertainment program of, and for, the Army, Navy and Marine Corps.

This included supervision of all USO Camp Shows, domestic and overseas stars and entertainment units. He organized a soldier show entertainment program which included the training of over 50,000 enlisted men in providing their own entertainment. Marv also or-

(Continued on page 74)

Mr. MacLean Chandler
Leo Burnett Co.
Chicago, Ill.

Dear Mac:

Allus hated ter hear a feller brag lessen hit would do someone else some good. That's why I'm agonna brag a leetle now, 'cause I figgers there somethin' 'bout us you should know. When I was acleanin' up this mornin' I noticed in th' paper thet Charleston is th' fourth best business city in th' whole United States! Think o' thet! Th' home town of WCHS is way up yonder toards th' top! Now, you fellers is allus alookin' fer business, so why not look whar th' business is at? An' don't fergit, th' Hooper Survey jist completed proves that now, more than ever, WCHS is Charleston's Number One Station!

Yrs.
Algy

WCHS
Charleston, W. Va.

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
TAYLOR-BORROFF & CO., Inc.

Affiliated with
AMERICAN BROADCASTING CO.

QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . BROADCASTING reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

Radio Advertisers (National and Regional)	2,904
Advertising Agencies (National and Regional)	2,305
Station and Network Personnel	5,695
Representatives and Services	759
Others	3,775
TOTAL	15,438

QUESTION: Do you find, from impartial sources of information (linage figures, for instance), that BROADCASTING is considered the finest advertising buy in the field?

ANSWER: We certainly do.

LEADERSHIP MEANS READERSHIP

BROADCASTING

TELECASTING

Open Mike

(Continued from page 8)

as much for TV in the future as you have done for AM and FM in the past and will continue to do during the years to come. . . .

Clair McCollough
President,
WGAL AM-FM-TV
Lancaster, Pa.

* * *

Misplaced Travis

EDITOR, BROADCASTING:

Paramount Pictures will hate you. In your recent Milwaukee Survey, you correctly reported that I was the first general manager of Milwaukee station WMIL but incorrectly added that I am now with Paramount. Since my resignation from WMIL (WMLO) I have been in radio advertising.

Your report also said I was with WMIL three months. Correction: nearly eight months. Considering hours and effort, I can join the entire original staff in saying we all did a good year's work in a very short time, putting the station on the air months ahead of schedule. . . .

I can . . . appreciate the tremendous job done for WMIL by Jerome Sill, the station's present manager. . . .

William Travis
Director, Radio-TV Dept.
The Chernow Co. Inc. Adv.
New York

* * *

A Prediction

EDITOR, BROADCASTING:

I see by BROADCASTING, June 13, the moon gal, Kate Smith, is going to do a two-hour network disc jock show. This reminds me of flop Paul Whiteman made as a record flipper on this same network not so long ago. . . .

Making Katie a member of the Dee-Jay profession is comparable to asking her to be prexy of the Union Pacific Railroad. . . .

So—ala Drew Pearson—I predict: Kate Smith, the disc jockey, will last no more than 26 weeks. . . . Kate Smith, the good cause kid, will last and last and last.

Jack Davis
Disc Jockey
WQUA Moline, Ill.

* * *

'Only One'

EDITOR, BROADCASTING:

A recent employer once asked me which of the trade magazines I considered most important. The question surprised me, just as much, I believe, as my answer surprised the boss. I simply stated that there is only ONE trade magazine: BROADCASTING.

All this of course took place before you started augmenting your service with your very complete TELECASTING section, something every broadcaster may not be ready for, but is certainly very interested in. If I am ever asked the same question, my answer would still be the same if not a little stronger. There is only one radio trade magazine: BROADCASTING. The only magazine I anxiously wait for every week.

Bill Sinor
Sales Mgr.
KGVO Missoula, Mont.
KANA Anaconda, Mont.

* * *

Popularity Proved

EDITOR, BROADCASTING:

The popularity of BROADCASTING has certainly been proved by the many telephone calls and letters I have received in regard to the article about me contained in the [May 30] issue. . . .

Herman E. Fast
Manager
WKRC Cincinnati

* * *

'Key to Magic Reading'

EDITOR, BROADCASTING:

. . . it's your magazine that "they" scramble for at this station, as much as ever. Even though there are six of us who subscribe, we still have to keep the prize reading under lock and key else it "drifts away." You certainly have the key to magic reading. . . . In fact, Monday is the cat's night out, and my night in to read BROADCASTING. . . . We often find program changes in your magazine before it comes from the New York office! This assists us in our long range planning. Thanks for the work you put into it to meet that weekly deadline. Here's trusting you will continue to keep mention of "the little peanuts" and the local retailer. . . .

Lou Peneguy
Program Director
WARD Johnstown, Pa.

* * *

Comments on FM Ads

EDITOR, BROADCASTING:

I have been reading BROADCASTING from cover to cover for the past 15 months, and have found it to be full of interesting articles about everything in the field of broadcasting. My one complaint so far has been the lack of articles on FM stations.

. . . May 30 . . . you published an article, "Zenith Target" . . . that is obviously a misrepresentation . . . you criticize Zenith for using newspapers and magazines in . . . advertising . . . they should use every available medium. . . . Independent FM stations do not begrudge the advertising in newspapers and magazines because it will reach many people who do not have FM sets. . . . We received one of the Zenith Major FM sets and are delighted with its sensitivity. . . .

Roger L. Dyer
Chief Engineer
WFML Washington, Ind.

We're BIG

Within a radius of 50 miles from WBIG's 5,000 watt transmitter live over 1,075,000 people who spend over $500,000,000 annually in retail sales. WBIG has been serving this area faithfully for 23 years.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison,
general manager
represented by hollingbery

1949 is the Silver Anniversary for the Silver State's only 50,000 watt station
FIRST IN DENVER
KOA
50,000 WATTS • 850 KILOCYCLES
Program Schedule
FOR MONTH OF JUNE, 1949
All KOA Programs are Broadcast Simultaneously Over KOA-FM, 95.7 mc
SWAN SONG!
This will be the final KOA schedule to be produced in this form. Effective June 20, the schedule of NBC's owned and operated Denver outlet will appear bi-weekly in a new publication, RADIOTIME.
RADIOTIME has been acclaimed by busy time buyers in the nation's leading advertising agencies as filling a long-felt need. It will circulate to approximately 4,000 agency people, advertisers and representatives every two weeks. KOA's schedule will be included in RADIOTIME along with schedules of most of the nation's stations, in one convenient, standardized publication. Regional distribution of RADIOTIME will be handled by KOA, and all firms now receiving this KOA schedule will be mailed RADIOTIME henceforth.
Thank You KOA!
REPRESENTED BY NBC SPOT SALES
RADIOTIME, INC.
53 WEST JACKSON BLVD.
CHICAGO 4, ILLINOIS

The Patroon* of the week

JIM LUCE
Time Buyer,
J. WALTER THOMPSON COMPANY

In addition to assisting on network time buying, Jim buys all spots on the following accounts: P. BALLANTINE & SONS, GENERAL CIGAR COMPANY, J. B. WILLIAMS and FORD DEALERS' FUND. Jim is now a full-fledged Patroon, having been presented by the Rambeau rep with a membership scroll and the deed to a tract of land in the heart of the Patroon country. A happy, prosperous Patroonship to you, Jim.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Advertisers have confidence in WPTR because the station does not cut rates, double spot or make back door deals, and most important of all, WPTR sells merchandise.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

RICHFIELD OIL Corp., Los Angeles, June 28 goes into its first television campaign with eight-week series on nine Pacific Coast TV stations. On that date firm starts one-minute film spots on KFI-TV KNBH KTSL Los Angeles, KPIX KGO-TV San Francisco, KRSC-TV Seattle, KFMB-TV San Diego; June 29 begins three weekly ten-minute newsreel on KTLA Los Angeles; July 1 starts half-hour weekly *Pantomime Quiz* on KTTV Los Angeles. Spot films prepared by Polaris Radio & Television Productions, Los Angeles. Agency: Hixson & Jorgensen, same city.

WHITEHALL PHARMACAL Co. (division of American Home Products Corp.) appoints Duane Jones Co., New York, to handle Anacin special radio campaigns. Agency will continue to handle advertising and promotion of Hill's Cascara Quinine cold tablets and Soothol suppositories.

BURDETT COLLEGE, Boston, appoints L. Richard Guylay & Assoc., New York, to handle its advertising. Radio plans, which are still indefinite, call for a student-teacher-businessman program, slanted toward vocational guidance. Programs to originate in Boston, will probably be transcribed for placement on stations in New England market, with concentration on area within a 40 mile radius of Boston. No stations have been selected as yet, but further details are forthcoming in August. **Gar Schmitt** is account executive.

M. J. B. Co., San Francisco, through BBDO New York, launched campaign for its M. J. B. coffee using participations on video programs on four Los Angeles stations. Programs, times and stations are: *Designer for Women*, Thursday, 8:30-8:50 p.m., KNBH; *Tricks and Treats*, Tuesday, 7:15-7:30 p.m., KTLA; *It's a Neat Trick*, Monday, 7:45-8 p.m., KTSL; and *Kay Mulvey's Open House*, Thursday, 7-7:15 p.m., KLAC-TV.

LINNEN MART, Wilmington, Del., appoints Weightman Inc., Philadelphia, to handle its advertising. Radio will be used.

PRUNE ADV. COMMISSION of Idaho appoints Pacific National Adv. Agency, Seattle, to handle its promotion. Recently formed, Commission will use radio.

ACOUSTICON OF SAN FRANCISCO (hearing aids) June 13 extended radio schedule with three week spot campaign on five western stations: KGO San Francisco; KING Seattle; KNAK Salt Lake City; KXL Portland; KOOL Phoenix. Firm currently running participations on KXLA Pasadena, Calif. Agency: Atherton Adv., Los Angeles.

H. R. BASFORD Co., San Francisco distributor electrical supplies, appoints Beaumont & Hohman, same city, to handle advertising. Radio and television will be used.

VERONICA OIL Co., Oakland, Calif. (Panther Peanut Oil), appoints Brooke, Small & Gautreaux, same city, for promotional campaign. Radio will be used.

LAUREL RACEWAYS MEET, June 24 to July 23, at Laurel, Md. track appoints Kal, Ehrlich & Merrick, Washington, to handle advertising for event. Radio and television being used in Washington and Baltimore.

CAPITOL MILLING Co., Los Angeles, June 20 started schedule on four stations for promotion of ready-mix tortilla preparation among Spanish-speaking population of Southern California. Firm running quarter-hour weekly recorded music program on XEGM Tijuana (Mex.) for 52 weeks and month's series of daily spot announcements on KVOE Santa Ana, KVVC Ventura, and KPMO Pomona, all Calif. Agency: Milton Weinberg Adv., Los Angeles.

Network Accounts • • •

WHITEHALL PHARMACAL Co., New York, appoints Benton & Bowles, same city, to handle newly-purchased video property, *Armchair Detective*. Show is emanating from KTLA (TV) Los Angeles. Anacin, Kolynos and Bisodol will be the sponsoring products on a CBS network.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn. (canned vegetables), renews *Fred Waring Show* on full NBC network for 52 weeks from July 16, (Saturday, 9-9:30 a.m. CDT). Firm's current sponsorship of Friday morning segment on five-a-week show will cancel July 11 to make way for *Welcome Travelers* (Procter & Gamble). Agency for Canning Co. is Leo Burnett Co., Chicago.

INTERNATIONAL SHOE Co., St. Louis, contracted for Friday, 4:45-5 p.m. CDT segment of *Howdy Doody* on 21-station interconnected NBC-TV network, effective Aug. 17. Contract is for 39 weeks. Agency: Henri, Hurst & McDonald, Chicago.

TO OVERCOME TODAY'S INCREASED SALES RESISTANCE USE KXEL

THE STATION THAT'S CHANGED LISTENING HABITS IN IOWA

● Let's not kid ourselves—it takes real "KNOW-HOW" selling to meet and overcome the increased sales resistance of today's buying public.

● That's why your clients need the "Buying Public Acceptance" of KXEL—the most dominant advertising medium in all Northeast Iowa—*bar none.* KXEL makes the sales—Northeast Iowa is the market—and, there's proof of this acceptance—but plenty!

● The proof is the 165 local and regional accounts—not counting national accounts—who use the extended facilities of KXEL (over 100 miles in all directions from transmitter). Many of these advertisers are now in their *8th year of consecutive advertising on KXEL.*. These smart merchants use KXEL continuously because KXEL floods this great Northeast Iowa Market of people and dollars with unbeatable sales impact . . . TO OVERCOME TODAY'S INCREASED SALES RESISTANCE.

● *Before you make up your fall list, see your Avery-Knodel representative. Call him today.*

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC Outlet for Waterloo, Cedar Rapids, and all Northeast Iowa

Radiorama

SIMULCASTS (AM FM TV) of U. of Minnesota home football games this season will be carried by WTCN Minneapolis-St. Paul under the sponsorship of Chevrolet Dealers Assn. of the Twin Cities. Completing arrangements are (l to r): Seated—Bud Grossman, dealer; Chester R. Roan, assistant to athletic director at university; Jack Finch, dealer; standing—Rollie Johnson, WTCN WTCN-TV sportscaster; F. Van Konynenburg, stations' vice president and general manager, and Sam Kaufman, Bozell & Jacobs Advertising Agency.

HONORARY degree of Doctor of Engineering is awarded Dr. Allen B. DuMont (l), DuMont Labs president, by Dr. H. S. Rogers, president of Brooklyn Polytechnic Institute, at institute's commencement exercises [BROADCASTING, June 20].

CONTRACTING for Richardson, Turner & Sanders, Atlanta, as new advertising agency for WGST Atlanta, are (l to r) Bill Richardson of agency; John Fulton, WGST general manager, and Paul Sanford, WGST adv.-prom. director.

RELAXING at CAB Convention are (l to r) Mrs. A. E. Unger, Frederic W. Ziv Co., New York; Andy McDermott, H. N. Stovin & Co., Toronto; Ruth Jones, Benton & Bowles, New York; A. E. Unger, Ziv Co.; D. Longmore, Imperial Tobacco Co., Montreal.

PLEASED about sale of *Evans Showcase* on 11 CBS New England stations to Evans Case Co. [BROADCASTING, June 20] are (l to r) Wilbur Edwards, WEEI Boston asst. mgr.; H. Roy Marks, WEEI salesman; Audrey Twomey, Doe Horter & Co., Boston agency.

HONORED guests at opening of new KWK St. Louis studios are (l to r) Adolf N. Hult, MBS Chicago v.p.; Robert T. Convey, KWK pres. and gen. mgr.; St. Louis Mayor Joseph M. Darst and C. Arthur Weis, board member of *Globe-Democrat* and KWK.

CHIEF BATTER Philip L. Graham, president of WTOP Inc., Washington, and president and publisher of *Washington Post*, gets into swing of scrub game at annual picnic of WTOP personnel. WTOP staffers welcomed *Post* personnel.

PINNING flowers on Janet Ross, KDKA Pittsburgh's *Shopping Circle* director, as she leaves for month's assignment in London and Paris, is Joseph E. Baudino, KDKA mgr. On hand for occasion is Norman Klages, Pittsburgh Ad Club pres.

FRENCH Medal of Liberation is presented CBS Correspondent Larry Lesueur (r) by M. Robert Betoland, Minister of War Veterans, during decoration ceremonies for former war correspondents visiting Europe on VJ-Day.

CHECKING inventory with Walter B. Davison (l), general manager, Transcription Div., Capitol Records Inc., is Adrian K. Roberts, divisions's new eastern and middle-western representative, formerly with firm's New Orleans office.

Looking for the winner?

New York's winning afternoon show is WCBS' "Hits and Misses"

For the six-month period since its return to the air, "Hits and Misses" averages a higher rating than any other local program broadcast between 12:00 Noon and 6:00 PM on any of the four New York key stations!

AVER. ¼ HOUR RATINGS, NOV. '48-APRIL '49

Hits and Misses	**3.8**	**Program E**	**2.9**
Program B	**3.3**	**Program F**	**2.2**
Program C	**3.3**	**Program G**	**2.1**
Program D	**3.0**	**Program H**	**2.0**
		(All others below 2.0)	

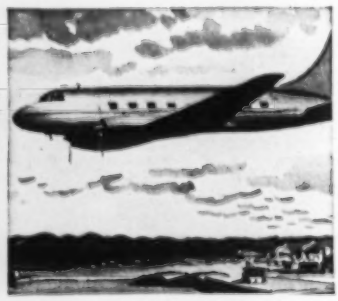
Pulse of New York Reports

Represented by Radio Sales

How SPEED helped catch "bugs" in the lacquer

Final finish on pianos mysteriously going "sour." Production halted. Lab needed X-ray diffraction camera to identify impurity. At 9 A.M., 10-lb. camera Air Expressed from 1100 miles away, delivered 4 P.M. *same day*. Cost, only $3.58. Company uses Air Express as routine method to get supplies fast, keep inventory low.

That low $3.58 figure was total cost for Air Express and included door-to-door service. That makes the world's fastest shipping method exceptionally convenient, complete, and easy to use.



Scheduled Airlines carry Air Express shipments on every flight. Speeds up to 5 miles a minute! Direct by air to 1300 cities; air-rail for 22,000 off-airline offices. Serves many foreign countries, too.

Facts on low Air Express rates

Package of blueprints (4 lbs.) goes 800 miles for $1.54.
Special tools (21 lbs.) go 600 miles for $3.87.
(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

In the Public Interest

Missing Person

CROWNING glory so far in WWJ-TV Detroit's program *Bureau of Missing Persons* came when the picture of a gentleman whose disappearance had been under investigation four days was flashed on screen. A customer in a local tavern, who had been watching the feature half-heartedly, sat up with a start. "That's me," he cried, and lit out for home.

* * *

Cancer Marathon

WHEN KIOA Des Moines learned that city's cancer drive had bogged down short of its $30,000 quota, station staged 24-hour marathon to raise funds. Officials of Cancer Society "kicked off" the broadcast and from then on, KIOA reports, station "rocked" to constant parade of name bands and professional entertainment supplied by supper clubs in Des Moines. Local merchants contributed merchandise prizes to be auctioned off, including a Holstein calf. At conclusion of marathon nearly $7,000 had been raised for the fund.

* * *

WCVI Sparks Drive

WCVI Connellsville, Pa., last month presented a two-hour *Cancer Drive Program*. Program featured local talent plus leading business and professional men. In two-hour period show was aired, over $500 was raised, more than one-sixth of total goal of $3,000 set for city.

* * *

WLAT's Aid

WLAT Conway, S. C., through several public service spots, succeeded in bringing comfort and aid to the Wilson family of Little River, S. C. The Wilson family was struck by fire which resulted in loss of two lives, two expected to die, and several seriously injured. WLAT reports that as result of its announcements, the citizens of Horry County came to the aid of this family.

* * *

All Out Effort

WGNI Wilmington, N. C., went all out in its effort to aid American Cancer Society fund drive when the station aired 17½ hours of continuous programming for fund raising campaign. Lou Essick and Paul Porter, disc jockey-announcers, spent entire time "chattering" to raise funds. Station efforts in raising the $2,000 were praised in an editorial in *Wilmington News* and letter from the Cancer Society.

* * *

Over the Top

CREDIT for assisting the 1949 cancer fund-raising campaign in Nassau County, N. Y., to be the first division in nation to surpass its quota was attributed to all-out effort given drive by WHLI and WHLI-FM Hempstead, L. I., N. Y., station reports. Stations carried 18 special programs, including a pre-campaign "radio workshop" for 300 cancer canvassers, plus daily spot announcements.

* * *

Good Neighbors

WRNL Richmond, Va., joined in local "good neighbor policy" recently with result that a Virginia farmer—whose family of seven was made homeless by fire—now has a new house, complete with furniture and filled pantry. Hearing of family's plight and move by neighbors to come to rescue, Polly Daffron, WRNL's women's commentator, and Mike Novello, m. c. of *Mailbag* program, devoted their shows to telling listeners the story. On-the-spot broadcasts were aired, a "Parade of Pennies" was started, and food, clothing, building materials and skilled labor were donated to give family new start.

* * *

Hospital Campaign

WITHIN five days, WCSS Amsterdam, N. Y., reports that it logged total of 47 hours, 33 minutes of free public service time in behalf of that city's half-million dollar building fund campaign for St. Mary's Hospital. Schedule included daily remote broadcasts from downtown store windows, spots, baseball broadcasts, news, dramatic shows and musical programs.

* * *

Reunion Through Sports

SPORTS broadcast on KSD St. Louis led to reunion between a Scottish newspaperman and two American relatives—a brother in Milwaukee whom he had not seen in 40 years and a niece in St. Louis whom he had never met. Archibald Wilson, sports editor of Glasgow *Times* and *Herald* was in St. Louis for an exhibition game between Scotland's championship soccer team and a St. Louis all-star aggregation. During his visit he participated in a KSD broadcast under his pen name, Alan Breck. His niece, Mrs. Robert Glass, who heard the program, recognized the pseudonym as that of her uncle. Mrs. Glass telephoned station and then telephoned her father, Mr. Wilson's brother, in Milwaukee and he immediately entrained for St. Louis. The result, an unexpected family reunion.

* * *

Picnic Time

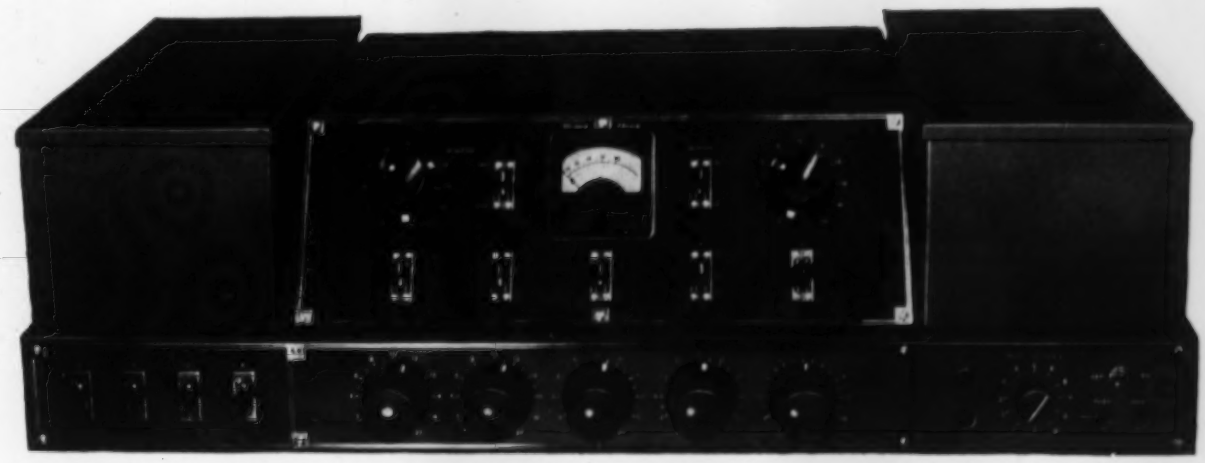
SOME 1,000 orphans from British Columbia had a day of music, fun, food and prizes galore, when CKNW New Westminster held its Orphans Picnic. Special busses picked up youngsters, who then boarded a steamship to Bowen Island for their day of fun.

* * *

Disc Show Dollars

AS RESULT of two, four-hour telephone request shows WIDE Biddeford, Me., raised $500 for local Red Cross chapter.

HIGH in quality...



LOW in cost

23C SPEECH INPUT EQUIPMENT for AM and FM Stations

HERE is a complete, compact, high-quality Amplifier and Control Assembly—available at minimum cost!

The Western Electric 23C Speech Input Equipment serves either one or two studio layouts, in either AM or FM stations—can be used as part of a larger system, with outputs switched in a master control room.

The 23C incorporates four microphone input circuits with pre-mixing amplifiers and one input circuit for incoming program lines—all combined in a 5-channel mixer. Three-stage amplifier boosts signals to level needed for outgoing program lines or output switching systems. Also includes independent monitoring amplifier.

The 23C will handle 8 studio microphones or low-output-level transcription turntables; 4 remote lines or other medium-level inputs; control room announce and talkback mike. Controls are conveniently arranged, easily operated.

Get the full facts on the 23C from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Distributed by GraybaR — OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

—QUALITY COUNTS—

Western Electric

23,422 Dimes

Since KVOO's establishment in 1925, farm programming has been of prime importance. A 240-acre Demonstration Farm is operated by KVOO. Sam Schneider, KVOO Farm Editor, is active in local, state and National Radio Farm activities.

KVOO farm radio listeners in 16 states recently sent 23,422 letters, containing 23,422 dimes, to the KVOO Farm Department for a package seed offer.

All announcements featuring the offer were made on Farm Department programs during February, 1949. No other promotion was used.

Such gratifying response is powerful evidence of the large and faithful KVOO Farm program audience. Each letter received is proof that our listeners know *any* offer made by KVOO is a *good* offer.

Programming such as the KVOO Farm Department offers "in the money" farmers and ranchmen in the Southwest, will pay you big dividends, too!

For more facts on one of the Southwest's oldest and best known radio farm departments see your nearest Edward Petry & Co. office or phone, wire or write KVOO.

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

BROADCASTING
TELECASTING

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NAB DISSECTED

54.5% Vote Work Is Average

By ROBERT LUCE

JUSTIN MILLER, NAB's president, ran consistently ahead of his ticket, the NAB itself, in the results of a TRENDS Survey, just completed by BROADCASTING's Research Dept. A 55% majority of station managers gave Judge Miller's work an "excellent" rating.

The poll was designed to determine the opinion of broadcasters about their trade organization, the National Assn. of Broadcasters, and was sent to members and non-members alike. It is the 20th in a series of BROADCASTING TRENDS Polls.

Broadcasters' opinions of the National Assn. of Broadcasters will be reported in a two-part series of articles, of which this is the first.

Overall opinion of the work of the NAB showed a majority describing it as "average." More than half (54.5%) said they would rate the job NAB is doing as "average," while a quarter of the station managers (26.7%) said the job was "excellent." At the other end of the scale, 17% said NAB's work was poor. (See Table I.)

Among NAB member stations the opinion of the organization and its president is higher. More member station managers rated NAB "excellent." Nearly a third (30.4%) described the overall job NAB does in these terms, while 56.7% said NAB's work was "average." Fewer members rated NAB "poor." The total of answers from members that fell in this category was 11.5%.

Judge Miller's "excellent" total was higher among members than among total respondents. He rated 61.7% "excellent" among those in the organization, 27.9% "average," and 5.8% of the members said his work was "poor." Only 4.6% said they had no opinion of his work as NAB's president. (Table II).

Among non-members of NAB, a few of whom had recently resigned from the organization, the opinion of Judge Miller and the NAB was considerably different. Almost half, 46.4%, said NAB's work was "poor," and another 42.8% said "average." Only 7.1% of non-members rated NAB's overall job "excellent."

Judge Miller again fared better than his organization among non-members. About one-third (32.1%) rated his work "excellent"; 42.8% said it was "average," and 17.8% rated it "poor."

These divergences between opinions of members and non-members are to be expected. Those most dissatisfied with the organization would quite naturally be found in the non-member group, and the poll accurately reflects this sentiment among the minority of stations that do not belong to the NAB.

Among members and non-members alike the poll indicates that Justin Miller has a personal reputation in the broadcasting art that serves to support him in his work with the NAB.

In these replies broadcasters were given four choices: "excellent," "average," "poor" and "no opinion." Many participants in the poll did, however, amplify their comment on these questions. These qualifications were difficult to evaluate, but wherever possible, an evaluation was made placing the answer in one of the categories listed.

After giving an opinion of the overall work the NAB is doing, broadcasters were then asked for opinion about the specific departments and functions of the organization. In these detailed questions, the broadcasters were more critical, and had an opporunity to praise or damn individual parts of the NAB.

Generally, the work of the departments got higher praise than the organization taken as a whole. About 33% of the check marks for departments fell in the "good" category, higher than the 26.7% rating of "excellent" on the previous question. (See Table I.)

The top ranking department in

(Continued on page 24)

TABLE I

Which of the following best describes your opinion of the overall job NAB is doing?

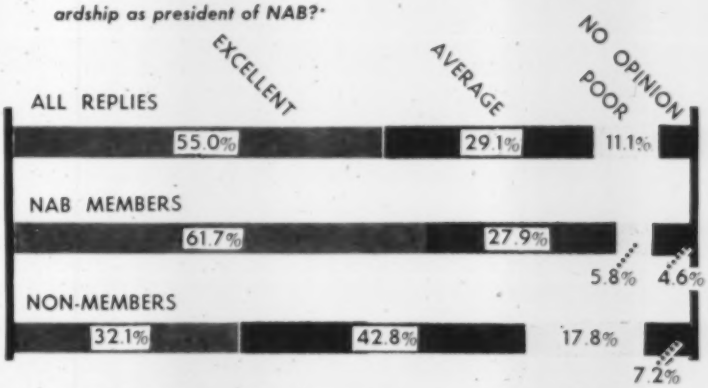
	Excellent	Average	Poor	No Opinion
All replies	26.7%	54.5%	17.0%	1.7%
Members of NAB	30.4	56.7	11.5	1.3
Non-Members	7.1	42.8	46.4	3.6

* * *

TABLE II

MILLER'S STEWARDSHIP

THE QUESTION: *How would you rate Justin Miller's Stewardship as president of NAB?*



Judge MILLER

FACELIFTING

NAB Committee Studies Demands

By J. FRANK BEATTY

NAB will undergo a face-lifting designed to meet the demands of members—and non-members, too—for a redesigning of the entire association aspect. This was obvious as the six-man board Structure Committee convened Friday morning at NAB headquarters in Washington.

Concrete evidence that there is dissatisfaction with the existing NAB structure was found in the latest BROADCASTING TRENDS survey (see TRENDS story, this page). The committee was presented a resume of the survey results shortly after it convened.

The Structure Committee took up where the board left off last April. At that time it submitted a plan to move many of the specialized NAB functions into the president's office and organize aural and visual departments. The board considered results of the committee's studies in April but deferred final action other than to set up Broadcast Advertising Bureau as a substitute for the Dept. of Broadcast Advertising.

As the reorganization situation stood Friday morning, the committee was confronted with two basic types of remodeling. The first type, as outlined above, was a vertical approach in which aural and visual departments or divisions would utilize the specialized NAB services.

Last February the board authorized creation of a television section within the NAB structure. NAB President Justin Miller has offered the difficult job of heading this section, or whatever structural unit eventually handles NAB's video

(Continued on page 38)

Trends

(Continued from page 23)

the NAB, according to broadcasters, is labor relations. "Good" was checked by 80.8% of the respondents, and only 3.6% rated labor relations work as "poor." (See Table III.)

On the other end of the scale, the category of programming advice was thought to be "inadequate" by 38.1% of the respondents, and "good" by only 14.3% of broadcasters. The remainder checked it off as "average," or had no opinion about this work.

Other departments which rated on the "good" side included legal affairs, which received a "good" ratings from 54.3% of the respondents, 28% checked "average," and 10.9% said the legal affairs function of NAB was "inadequate."

NAB's research department was endorsed as "good" by 32.3% of the respondents, and an equal number thought it was "average"; 21.1% thought it "inadequate," and a rather large group (14.3%) had no opinion.

Publicity and public relations received more "good" opinions than "inadequate," but the plurality of votes was in the "average" category. Opinions were divided as follows: 29.9% "good"; 34.1% "average"; 28.1% "inadequate," and 7.8% "no opinion."

There was no distinction made in this question between the two separate functions of this department—publications and publicity—so it is difficult to discover which of the two functions was being rated most often when the broadcasters filled out their ballots. In general, it should be taken as a rating of the department as a whole, and not of the publicity or publications work separately.

BALLOT

A Continuing Study of Executive Opinion

The poll was launched before NAB's new Broadcast Advertising Bureau had a chance to get into operation, and the responses indicated a dissatisfaction with the past work in promotion and advertising which may be obviated by the work of BAB when it gets into full operation. Only 16.2% indicated they were satisfied with the NAB's work in this field, and 43.7% declared it "inadequate." About one third (33.5%) said it was "average" and 6.6% had no opinion.

Broadcasters often commented on this phase of NAB's operations in marginal notes, expressing hope that BAB would remedy the situation, and that NAB would concentrate more on all-radio promotion than it has in the past. Changing business conditions have made this a more pressing problem, according to many station managers, and they urged speed in launching the work of BAB.

Legislative and lobbying work was also categorized as below average by the broadcasters. In this phase of the NAB's operation, the responses were divided as follows: 24.2% said "good"; 29% "average"; 37.3% checked "inadequate." The proportion of "no opinion" responses was 9.4%. This aspect of NAB's operations was classified, then, as slightly below average because the percent of those who checked "good" was not quite as high as the percent marking "inadequate."

TABLE III

Listed below are NAB's principal activities. How would you rate performance in each respect?

	Good	Average	Inadequate	No Opinion
1. Engineering Service	37.2%	41.5%	8.5%	12.8%
2. Labor Relations Work	80.8	13.2	3.6	2.4
3. Legal Affairs	54.3	28.0	10.9	6.7
4. Legislative & Lobbying	24.2	29.0	37.3	9.4
5. Overall Management	26.1	42.8	25.0	6.1
6. Programming Advice	14.3	38.1	38.1	9.5
7. Promotion & Advertising	16.2	33.5	43.7	6.6
8. Publications & Public Relations	29.9	34.1	28.1	7.8
9. Research	32.3	32.3	21.1	14.3
10. Women's Activities	16.1	36.0	13.0	34.9
Average rating for all departments	33.0	32.9	23.1	10.9

Note: Totals will not necessarily add to 100% because of rounding.

* * *

Engineering Service Rated

NAB's engineering service was endorsed as "good" by 37.2% of the broadcasters, and "average" by 41.5%. It was rated "inadequate" by a relatively low percentage (8.5%) of respondents. About 13% said they had no opinion of the work NAB is doing in this field.

Women's activities were apparently unfamiliar to many broadcasters, and 34.8% marked "no opinion" in this section of the ballot. Among those who did venture an opinion, 36% said "average"; 16.1% said "good," and 13% said "inadequate."

Total returns on this survey were high—about 70% of those who received ballots. The matter of the industry's trade association and its performance is obviously one of interest to most broadcasters. The percent of ballots returned with additional comment on them was higher than usual, also. Many broadcasters accompanied their ballots with letters, amplifying their opinions as expressed in the form balloting.

The sample of station managers was carefully selected to represent AM, FM and TV, regional location, class of station, and membership or non-membership in NAB. The sample was selected at random within the indicated limits of the sample design.

The total number of ballots received was 211.

Next week, the second part of this series will discuss station managers' opinion about network membership in NAB, the balance of power within NAB, the NAB annual budget, and what type of structure NAB should adopt in terms of TV and FM stations.

Luckies Buys Time

AMERICAN TOBACCO CO., New York (Lucky Strike cigarettes), through its agency BBDO, New York, effective early in September, will take over the 7-7:15 p.m. across the board time on NBC recently released by Chesterfield. It was understood that American Tobacco would place Frank Sinatra in the period and contracts were drawn up and all but signed late last week.

Drawn for BROADCASTING by Sid Hix

"Another letter from the Senator from Colorado."

BMB DEADLINE

Aug. 15 Set for Broadcasters

BROADCASTERS who have not yet subscribed to BMB must do so by Aug. 15 if they wish to receive the study on time. That date has been set as the deadline for final assembly of data to be included in BMB's second nationwide study of station and network audiences by Kenneth H. Baker, acting president of the Bureau.

The deadline is necessary, Dr. Baker said, so that tallying of information on the hundreds of thousands of ballots returned by listeners from every county in the country may be completed in time to assure delivery of the report in the fall.

"We have all of the material in our shop now," he said. "We intend to process it in the following sequence: First, subscriber data; second, non-subscriber data asked for by subscribers.

"Because of the vastness of this task, we will not be able to interrupt the flow of material on the production line for insertions of post deadline subscribers. Those whose subscriptions are received after the deadline is past, consequently, will not get their reports until all other data requested by subscribers, advertisers and agencies have been completed."

The matter of publishing full reports for advertisers and agencies, and the question of how much information on non-subscriber stations should be included in such reports, if published, are still undetermined. However these matters are settled, it is certain that to insure his audience data being included in the original reports a broadcaster must get his subscription to BMB by Aug. 15.

SURF ACCOUNT

Lever Invites Agency Bids

LEVER BROS., Cambridge, has asked four advertising agencies "other than those already handling Lever products" to submit presentation bids on Surf, a $2 million account.

Three of the agencies—BBDO, N. W. Ayer & Son, and McCann-Erickson—have submitted presentations, it was understood. Kenyon & Eckhardt also was invited to participate in the bidding but turned down the offer.

Surf, a detergent, formerly was handled by Day, Duke & Tarleton Inc., New York.

Decision as to which of the agencies will be appointed to handle the account is expected within the next 10 days.

Bright Joins Mogul

BOB BRIGHT, head of his own radio and television package agency, Bob Bright Productions, and previously commercial manager of WDAR Savannah, has joined the Emil Mogul Co., New York, as director of radio and television.

BAB'S FIRST STEPS

NAB Groups Scan Work

NAB's new Broadcast Advertising Bureau, moving swiftly into its job of matching the sales efforts of competing media, underwent official scrutiny last week and prepared to expand operations with a $200,000 budget.

The sales promotion agency of NAB was scanned before two association groups—the BAB Policy Committee and the Sales Managers' Executive Committee. These two sales-promoting committees have interlocking membership and functions.

Under chairmanship of Robert D. Enoch, KTOK Oklahoma City, the policy committee looked into the whole BAB setup at its Wednesday session. The committee approved BAB's transfer from Washington to New York where it has taken over much of the office space at 270 Park Ave., where BMB is located. The two agencies are sharing space, BMB having greatly curtailed its front-office force.

'Hard-Hitting' Operation

"BAB will be a hard-hitting sales operation," Mr. Enoch told BROADCASTING after the joint meeting. "It will promote all branches of the industry and will take a strictly positive approach. We propose to sell radio's power to move goods and services rather than merely to attack competing advertising media." Mr. Enoch was the original sponsor of the BAB idea at the NAB's board meeting last April.

After the all-day policy meeting, BAB was analyzed again Thursday at a joint meeting of the NAB sales Managers Executive Committee and the policy group. Chairman John J. Gillin Jr., WOW Omaha, of the sales managers committee, also is a member of the five-man policy committee. Chairman Enoch, in turn, is NAB board liaison member of the sales group along with John F. Meagher, KYSM Mankato, Minn.

It was the first meeting of the newly appointed SMEC. Much of the Thursday session was devoted to a review of BAB operations by BAB policy committee members.

Among steps taken by the policy group was decision to restrict a new BAB slide-film sales pitch to NAB members. The oral portion of the slide film was previewed by Maurice Mitchell, director of BAB. The presentation is to be used at all types of meetings and functions as well as in direct-selling efforts. It presents radio as the pre-eminent advertising medium and can be used to sell individual stations.

BAB will copyright the film, as well as all other material it publishes or distributes, under policy committee instructions.

Distribution of a new version of the NAB's dealer cooperative radio advertising project was approved. The study is based on returns from manufacturers themselves and the facts about their cooperative campaigns will be distributed on 5x8-inch file cards for easy station reference. Originally the cooperative data were published in booklet form and were based for the most part on information from stations.

Two spokesmen for national representatives appeared at the policy meeting, Frank Headley of Headley-Reed Co. and Eugene Katz of Katz Agency. They offered suggestions for BAB's sales promotion drive.

Next meeting of the policy committee will be held July 29 in New York. By that time the sales and advertising files of NAB, along with personnel, will have been moved to the New York offices.

Taking part in the policy meeting Wednesday and the joint meeting with SMEC Thursday were Chairman Enoch; Frank U. Fletcher, WARL-FM Arlington, Va.; Mr. Gillin; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C. All but Mr. Gillin are board members.

Participating for NAB were President Justin Miller, C. E. Arney Jr., secretary-treasurer, and Mr. Mitchell.

The SMEC Thursday agenda centered around indoctrination into BAB functions. President Miller explained to the new committee its exact duties. Gordon Gray, WIP Philadelphia, president of the All-Radio Presentation, traced progress of this industry movie film project, soon to go into actual shooting.

Planned for Friday consideration was appointment of SMEC subcommittees, including one covering television. Also on the agenda was discussion of plans for sales session during the autumn series of NAB district meetings.

Attending the SMEC meetings were these committee members: Chairman Gillin; John M. Outler, WSB Atlanta; Mr. Gray; Eugene S. Thomas, WOIC (TV) Washington; Arthur Gerbel Jr., KJR Seattle; Pete Schloss, WWSW Pittsburgh; Simon R. Goldman, WJTN Jamestown, N. Y., with Messrs. Meagher and Enoch as board liaison.

NAB staff officials taking part included President Miller; Mr. Mitchell; Charles A. Batson and Lee Hart, assistants to Mr. Mitchell.

BACKSTAGE at Carnegie Hall before two-hour broadcast opening WFDR (FM), International Ladies Garment Workers Union station in New York, were (l to r): Lt. Gen. Walter B. Smith, Commanding General, First Army, and former ambassador to Russia; David Dubinsky, ILGWU president, and Brig. Gen. David Sarnoff, board chairman of NBC and RCA. Gen. Sarnoff and Gen. Smith participated in inaugural broadcast [BROADCASTING, June 20].

Gregory Joins Durstine

SHERMAN GREGORY, formerly with Campbell Soup Co. and before that with Schenley Distillers, has joined the executive staff of Roy S. Durstine Co., New York.

AFFILIATIONS

ABC Asks Contract Revisions

ABC has proposed revisions of its affiliation contracts to require stations to carry, without compensation from the network, 252 hours of commercial network programming per year rather than the 208 they are now obliged to broadcast.

Representatives of the ABC station relations department have been visiting numerous stations with the proposal, BROADCASTING learned last week, and some stations are said to have accepted it.

The endeavor of ABC to increase its revenue from commercial time marks the first wholesale change in the basic financial relationships between any network and its stations since the FCC imposed its network option time limitations in 1943 [BROADCASTING, June 14, 1943] and the major networks revised affiliation agreements.

The new agreement which ABC is seeking from its stations will require the affiliates to waive compensation for 21 hours of network commercial programs per calendar month, or a total of 252 hours per year.

The former ABC agreement, which the new one is intended to displace, provided that stations waive compensation for 16 hours of such programming each 28 days, or a total of 208 hours per year. Thus the network would be able to retain the revenue from 44 more hours of commercial time per year —without splitting it with its stations—than it has in the past.

It was understood that ABC representatives had made the proposal on the grounds that a change from the 28-day period to straight calendar months compensation would be in accord with most station accounting systems. Further, they were said to have explained, the network needed the added revenue to defray its expenses in television.

Reaction Unknown

Whether the latter argument had been received with universal warmth was not known.

No other network is contemplating any change in its station compensation system, a survey of executives disclosed.

Mutual and NBC require their affiliates to take 16 hours of network commercial time per 28-day period, a total of 208 hours per year. If ABC succeeds in revising its station contracts, the network commercials carried by its stations without compensation will be slightly less than the amount carried by affiliates of CBS.

CBS Provision

It has been a standard provision of CBS affiliate contracts that the stations broadcast five hours of network time per week without payment from the network, or a total of 260 hours per year.

The number of stations approached by ABC with its new proposal could not be learned, although it was believed it was considerable. It was said that all stations whose contracts were subject to renewal within the near future were involved.

No official comment was forthcoming from ABC headquarters as to the state of the contract negotiations, but the fact that the network intended to pursue its proposed revisions vigorously was indisputable.

NO REQUIEM FOR AM

It's Here to Stay—Wolfe

IF one had taken seriously some of the things printed about the future of radio during the past few months—utterances by the prophets of doom—he would have done two things: First, he would have quit the radio advertising business right on the spot—convinced that it had no future. Then he might have dressed himself in his most ministerial black, and conducted a memorial service—you might call it a mock funeral.

He could have set up a tombstone with this inscription: HERE LIES AM RADIO. BORN 1922, DIED 1949. THE VICTIM OF TELEVISION. Over that tombstone he could have said a little prayer: "AM radio made an awful lot of noise in its lifetime, O Lord. Nevertheless, may its soul rest in peace."

Of course, there are some people who think there should be twin tombstones. The second one would have read: HERE LIES TELEVISION, DIED IN CHILDBIRTH, 1949, THE VICTIM OF A PROTRACTED DELIVERY. And over that tombstone he could have said another little prayer: "Forgive the country's advertisers, O Lord, for they know not what they do. By failing to support it sufficiently, they killed the embryonic television medium before it was born."

However, he is not concerned with the comparatively small group of pessimists who doubt that advertising revenue will ever be sufficient to maintain the costly television broadcasting business.

A 'Desperate Plight'

Instead, he is going to devote his attention to the more frequently heard—and more publicized prediction—that AM and FM radio will not be long in this world. According to the pessimistic oracles, conventional broadcasting is in such a desperate plight that now the only way it can hold its audiences is with a rope.

To explain "the faith that is in him—that is, why he believes AM and FM radio—and radio advertising — will continue indefinitely, let him first recall to mind some of the more ominous predictions that have been tossed about. The chief pessimist—among the radio-is-about-to-die oracles—is probably Deac Aylesworth, a former network executive — who used the April 26 issue of *Look* Magazine to predict that "Radio Is Doomed." Mr. Aylesworth prophesied—No sound radio within three years.

Then along came another crystalball gazer—Wayne Coy—Chairman of the FCC—who joined in forecasting radio's demise—only Mr. Coy's prediction slightly modified the conditions under which sound radio would pass on. And if he made the statement that has been credited to him in the press, he flatly predicted—"Five years from now most Americans will be getting most of their broadcast information, education and entertainment from television."

However, it is a popular belief that five years from now *most* Americans will *not* be getting *most* of their broadcast information, education and entertainment from television—but will still be getting it from regular, conventional AM or FM radio.

"Television will glitter brilliantly, but radio will also continue to shine." Those are the conclusions reached by Charles Hull Wolfe, director of Radio and Testing Bureau of Batten, Barton, Durstine & Osborn and author of the book, "Modern Radio Advertising." His reasoning is set forth in this article which is based on a talk made by Mr. Wolfe before the Baltimore Advertising Club.

Mr. Wolfe

While the prophets of radio's doom do cite some current facts and figures, it would seem that their chief line of reasoning is based on what they consider an inevitable historical cycle — the power of a new and better invention or development to completely supersede and eliminate its predecessor. They cite the horse and buggy giving way to the automobile. More specifically, they refer to the silent motion picture completely disappearing in favor of the talking film. It is the latter example which has been a favorite theme of the anti-radio prognosticators.

They say that conventional radio will rapidly dissolve under the impact of television, just as the silent pictures quickly gave way to the talkies. And they would be right—except for one thing: The parallel they are trying to draw is not entirely parallel. Both silent and talking pictures take place in theatres—largely in the evening—and exist as entertainment media alone. But listening to broadcasting takes place in homes—at any time of day or even late at night—and broadcasting exists as both an entertainment and an advertising medium.

Here are just two illustrations of why these differences will mean that AM and FM radio—conventional broadcasting—will survive despite television, even though silent pictures did not survive when talking pictures came along. First, consider this: it took a comparatively short time to equip silent picture theatres with sound projectors; but it will take a much longer time to get television sets into most American homes. Again, it was comparatively easy for people to come downtown to see and hear the first sound films; but it's not so easy for television signals to be transmitted across the country, into all cities, and to villages and farms.

There are many other points which could be made to suggest why there is by no means a perfect parallel between silent-vs-sound films and radio-vs-televison. But, coming right to the point, here are the possible eight reasons why so-called *blind* radio, that is, conventional AM or FM broadcasting, will continue indefinitely.

(1) Radio continues to improve, with better programs, more effective commercials, clearer reception (through FM), and the possibility of sight-plus-sound without televison (through facsimile).

(2) Television still must run a gruelling obstacle race before it is thoroughly established programwise and commercially.

(3) Radio first became a major factor in advertising as a low-cost medium, and it will continue to win favor in this cost-conscious period for its economy; and it should prove superior to TV on a cost-per-listener basis even if not on a cost-per-sale basis. If a depression comes, as many economists and laymen believe, the economy advantage of conventional radio will become even more pronounced.

Budget Proportions

(4) Even though television will take advertising revenue from radio on a percentage basis (by cutting itself a slice of the nation's advertising expenditures) this does not necessarily mean that radio will lose drastically in actual billing since total advertising expenditures in the U. S. continue to grow.

(5) Sound alone is quite adequate for two basic types of radio programming: news and music.

(6) Radio by its very nature is an all-day and even all-night medium, while TV (like motion pictures) appears to be primarily an evening entertainment device, secondarily an afternoon and morning medium.

(7) Many sponsors feel that their products do not particularly need visual display. Radio sometimes suggests a more appealing picture—by playing upon the imagination—than TV can actually portray. (For example, and this one the men at least will understand, reading a novel, the sultry heroine is more desirable and curvacious than any creature painted by Varga.)

Finally, there will always be some tradition-minded radio advertisers who will prefer radio to TV simply because they have had successful experience in radio.

Now, up to this point have been presented some opinions based on factual information—but not the current facts and figures themselves. Of course, it is too soon to have the facts and figures which will really tell the story of radio vs television. But let's see what is on hand up to this time.

Video Great Strides

It is a fact that the last 12 months have been the biggest year in television's history. During these 12 months there was great growth in the number of TV stations, the number of TV sets, and the number of TV advertisers. Yet radio today, in spite of all the published worries about its future, is delivering more as an entertainment and advertising medium than it ever has before.

There has been a steady and continued growth in the number of radio homes from 1940 to 1948. And, according to A. C. Nielsen, daily listening increased by seven minutes per family during 1948. This fact, together with the estimated increase of over a million radio homes in 1948, results in a 6% gain in the total radio listening time of all families. No other major amusement showed comparable strength.

Again, radio's net revenue is still gaining. According to the *Fifteenth Annual Business Index*, local time sales increased in 1948, spot time sales increased, and network time sales increased. Moreover, in spite of the steady increases in actual dollar cost of network time over the past years, the cost of reaching people has not increased to any noticeable extent. And it's worth noting that there are few, if any other media, of which that is true.

On the other hand, 1948 also has been a great year for television. In a single year, 850,000 new families bought TV sets—and by the year's end 49 stations in 29 cities were sending out signals for the benefit of over one million viewers, and over 800 advertisers. Already U. S. television set ownership has passed the 1,200,000 mark—and according to fairly conservative estimates, TV set owner-

(Continued on page 38)

One of a Series

JUSTICE MUM ON PROBE

Clark Said Not Pleased With Tack

JUSTICE DEPT. officials kept strict silence on their announced monopoly investigation of broadcasting last week, while reports circulated that Attorney General Tom Clark had disclaimed knowledge of it.

The Attorney General, it was reported, had heard from several quarters on the investigation disclosure, and presumably was making his own inquiry. Sen. E. W. McFarland (D-Ariz.), author of the McFarland Bill to reorganize the FCC (S-1973), who had been sharply critical of Justice Dept. testimony objecting to alleged anti-trust implications in the bill during hearings the preceding week [BROADCASTING, June 20] declared simply that the request he had made during the hearing for a letter confirming the monopoly inquiry was as far as he had pursued the matter. It was reported unofficially, from another authoritative source, that Mr. Clark said he had never been consulted about an investigation of possible monopoly in radio and indicated he was not pleased with the tack taken in the department's testimony.

Mr. CLARK

Departmental executives, however, gave no indication of any change in what one of them described during the hearings as "a mild investigation" being conducted within the Anti-Trust Division based on complaints of monopoly in broadcasting. Nor had the Senate Interstate Commerce Subcommittee on Communications, which held the hearings, received any official word from the department, although Sen. McFarland had asked for written confirmation of the statement submitted by department witnesses.

FCC Studies Policy

Meanwhile, FCC reportedly was pondering whether to attempt to establish an overall policy toward anti-trust violations, or approach the question on a case-to-case basis. Although there appeared to be no disposition on the part of the Commission to hold up action unnecessarily, it seemed unlikely that any decision would be reached before Chairman Wayne Coy and Vice Chairman Paul A. Walker return about mid-August from the International Telephone and Telegraph Conference in Paris.

For several months the Commission has been studying the question of qualifications of persons and companies involved in anti-trust cases. This was started following the Supreme Court's anti-trust decision against the major motion picture producers in mid-1948, and has been extended to other applicants involved in anti-trust decisions. Licenses held by these companies have been extended temporarily upon expiration, pending completion of the study.

This FCC study was described in the Justice Dept.'s statement on the McFarland Bill as involving the question whether either motion picture exhibitors or producers should be allowed to own television stations, and the possibility of "revocation" of licenses held by the producers.

The department's statement expressed special concern over the possibility of newspaper and motion picture interests getting a monopoly hold on broadcasting. Presented by David Hume of the Anti-Trust Division's Transportation Section, the statement protested that:

This bill would substantially weaken a number of important safeguards against monopoly and against monopolistic restraints contained in the present law by (1) compelling the renewal of licensees without regard to whether other applicants may be better qualified to serve the public interest; (2) terminating the Commission's authority to refuse an application for a license on the ground that the applicant has been found guilty of anti-trust violations; (3) eliminating the express disclaimer contained in present law of any estoppel against the assertion by the U. S. or any person of a claim under the anti-trust laws against a licensee; and (4) prohibiting refusal of a license to applicants already engaged in certain occupations, thus upsetting present policies of the Commission designed to discourage ownership of radio stations by newspapers and designed to apply the anti-monopolistic purposes of the Communications Act in determining the qualifications of applicants for licenses.

Sen. McFarland professed amazement at the department's stand. He claimed FCC's duty to issue licenses in the public interest is clearly provided in other sections of the law; that his proposal to eliminate the "double jeopardy" provisions of the anti-trust section was based on his belief that a licensee should not be required to try his case before the Commission as well as the courts; that the anti-discrimination proposal was designed to keep FCC from banning or indefinitely holding up applications merely because they're filed by newspapers or motion picture companies; and that when a new applicant seeks an existing station's facilities he thought the burden of proof should be clearly upon the new applicant.

Mr. Hume did not agree, though under Sen. McFarland's questioning he admitted at one point that "I wish I did, right now."

The "real purpose" of the anti-discrimination proposal, he charged, apparently is "to prevent the application of competitive, anti-trust principles to newspapers and to the motion picture industry." It might jeopardize FCC's policy of preferring non-newspaper applicants in competitive hearings, or "might go further and have the effect of promoting newspaper ownership of radio stations, based upon the contention that newspapers are better qualified to provide radio service to a community than non-newspaper applicants," he said.

"The possibility of evil consequences flowing from monopolistic ownership of radio stations by newspapers is aggravated by the recent lifting by the Commission of the prohibition against editorializing by radio station operators," he declared.

With respect to both movie and newspaper ownership, he said, a requirement that FCC continue to "grant licenses . . . irrespective of any resulting local monopoly, is inconsistent with the broad anti-monopoly objectives of the Communications Act and, if enacted, may result in numerous violations of the Sherman Act through the creation of such local monopolies."

McFARLAND BILL

Quick Action Unlikely

HOPE for immediate passage of the McFarland Bill to reorganize FCC and its procedures dimmed perceptibly last week, despite mounting evidence of industry approval of the measures (S 1973).

Authorities appeared increasingly doubtful of enactment at this session as they reviewed the opposition, some strong and some light, which was advanced during the previous week's hearings, particularly by FCC and the Justice Dept. [BROADCASTING, June 20; also see story above].

In any event it seemed sure that changes would be made in the bill before it reaches the floor of the Senate—and there was speculation that it might not reach the floor this session, since the existence of any controversial sections is considered tantamount to its defeat.

The Senate Interstate & Foreign Commerce Committee, which is considering the bill, may take it up some time this week, authorities said, if the Communications Subcommittee which conducted hearings on it completes its report in time. The subcommittee is headed by Sen. E. W. McFarland (D-Ariz.), author of the measure.

It was considered almost certain that the bill's proposal to require FCC's Commissioners to divide themselves into two semi-autonomous panels would be deleted. Sen. McFarland concedes that he has never been sold on the wisdom of the panel plan, and in this he is joined by a number of other committeemen, some of whom actively oppose the idea. It seems likely that the committee will take the position that the proposed reorganization of the FCC staff and the provision of legal aides for the Commissioners will make panelization unnecessary.

Possible Revisions

Authorities also thought it likely that the bill's provisions with relation to FCC hearing procedures would be revised to bring them into closer conformity with suggestions advanced by the Commission during the hearings.

Meanwhile, an examination showed that letters received by Sen. McFarland and Sen. Ed. C. Johnson (D-Col.), chairman of the full Commerce Committee, were preponderantly in favor of the measure.

One of the sharpest attacks on FCC was contained in a letter from Edwin H. Armstrong, FM inventor, who expressed hope that the bill would help cure conditions which have made it "impossible to carry on sound and honest engineering before the Commission."

Commending the measure, he was hopeful that "it would render it more difficult for the Commission's legal department to alter the laws of nature to suit their pur-

(Continued on page 36)

Sen. McFARLAND

FREELANCE CONTRACTS

RWG Pact Signed

FREELANCE radio writers last week had their first contract with agencies, sponsors and independent package producers initialed.

Wielding the pen for the management side was Austin M. Fisher, while for the union, Roy Langham, national executive secretary of Radio Writers Guild, performed the honors.

Under the agreement a schedule of minimum fees to be paid for programs was set up. This minimum is exactly the same now governing freelancers and networks. More important to the writers, most of whom make more than the minimum, were provisions regarding various subsidiary rights and air credits. The contract is a five-year pact but it has fee reopening provisions to permit changes in money clauses during its lifetime.

The agreement must now be submitted to the agencies, sponsors and independent package producers for ratification.

The national council of RWG already has approved it. RWG membership will next get the pact for ratification. That is expected to be done within a fortnight. A New York RWG ratification meeting already is scheduled for tomorrow (June 28) at Holland House.

As soon as the agreement is ratified by both sides, RWG will proceed with NLRB certification and election on a national basis. When the certification and election are completed, the agreement will become retroactive to Nov. 4, 1948.

Lengthy Negotiations

Negotiations resulting in the agreement date back to last fall. On the Nov. 4 date, RWG threatened a strike which would have tied up about 140 of the nation's top shows. A federal mediator got the parties together after the guild was actually in a "cold strike" and about to begin picketing of programs [BROADCASTING, Nov. 1, 1948].

Under the schedule of fees set up by the agreement, a once-weekly program of five minutes or less calls for a minimum of $35 sustaining and $200 weekly, when done on a six-time a week basis.

A 15-minute show on a once-weekly basis calls for $75 sustaining and $120 commercial. If on a six-time weekly basis, the program calls for $250 sustaining, $400 commercial.

A 30-minute show on a once-weekly basis calls for $150 sustaining, $250 commercial. If on a six-time weekly basis, the fee is $445 sustaining, $710 commercial.

All the fee schedules are based on program units. Thus, if one writer is employed on a once-weekly 30-minute show, his fee would be $150 sustaining, $250 commercial. If two writers were employed on the same show, and the minimum were paid, they would split the $150 sustaining or $250 commercial fee. The contract permits the payment of fees above the minima, but not under them.

Writing covered by the contract is primarily dramatic and comedy material. Specifically excluded are news, commercial copy, speeches, religious scripts, physical culture copy, lectures, forums and writing of government employes.

Air credits are required on all comedy and dramatic shows. Air credit is to be extended once weekly to each writer. On all other shows, the producer has the right to give credit if he feels it warranted by the importance of the writer's contribution. In the case of a group written show, where the producer and writer can't agree on credits, the union will decide allocation of the air by-lines. It is not necessary, however, to give air credit to a writer "where special characteristics of the show make it essential not to reveal that the show was written by any person or persons other than the performer." The latter clause is interpreted to mean that no air credit for a writer would be necessary on comedy shows by big-name comedians.

There are elaborate provisions on subsidiary rights. Some of the rights adhere to the producer, some to the writer.

Repeat broadcasts for supplementary coverage on any station not carrying the original show is permitted without extra fee if done within 60 days of the original broadcast. The producer also is permitted incidental use of the script without fee for such purposes as promotion and advertising.

One-time shows and unit series programs generally become the property of the writer after the original broadcast, but he can not use the script for television until 13 weeks after the original airing nor for AM or FM until 44 weeks after the original performance.

In the case of serials, where the writer owns the series, full ownership in the script vests in him 60 days after the original broadcast. Where the producer owns the serial, the writer may with the producer's consent use "extricable material" under conditions set forth.

Where serials are re-used for radio or television, a second minimum fee must be paid the writer if the material is used as is. Where the material is adapted or rewritten, the original writer is entitled to 50% of the minimum fee.

Writers also are entitled to subsidiary fees, in accordance with schedules and formulae provided in the contract for such re-uses of the script or its material for phonograph records, book publication, comic strips, legitimate theatre and motion pictures.

The agreement is admittedly complex and to rule on the matters sure to come up under it, a joint adjustment board consisting of three members appointed by the union and three by the employer is provided. So, too, are arbitration clauses.

Reopening of the minimum fees also is provided on the initiative of either party on Nov. 16, 1949, 1951 and 1953. It is expected that on such reopenings, the RWG will continue to work toward obtaining uniformity with the agreement between freelance writers and radio networks.

FCC ACTIONS

GRANTS for one new AM station and changes in facilities of five existing stations, including switch to regional assignment for WLEE Richmond, Va., were issued by FCC last week. Authorizations also were announced to grant five station transfers. Deletions of five FM authorizations, one AM license and one AM permit were reported. Details of these Commission actions are carried in FCC Roundup, page 76.

GILL EXPLAINS

Method in Survey

AN EXPLANATION of the methods used in his controversial survey was released by Sam Gill, director of research, Sherman & Marquette, New York, last week.

The survey which has caused so much comment showed that AM listening in TV homes jumped back almost to its former level 9 to 13 months after the TV set was installed. The survey was confined to the five boroughs of New York, and was conducted over a period of 18 months [BROADCASTING, June 6].

The survey showed daily AM listening per home was 4.13 hours before buying a TV set; 2.14 hours 0-3 months after purchase; 2.92 hours 3-6 months after purchase; 3.56 hours 6-9 months after purchase; 3.97 hours 9-12 months after purchase.

Conclusions Challenged

Mr. Gill's conclusions were challenged in some industry quarters [OPEN MIKE, June 13]. With his explanation of methods issued last week, Mr. Gill said he had no further comment to make.

He declared that his original sample included 2,106 homes, of which 287 or 13% were TV equipped. The survey employed the diary technique, with participants keeping separate logs for listening and for viewing.

His explanation follows, in full:

The Effect of Television Ownership On a Sample of Radio Homes

The objective of this study was to attempt to measure the effect of television ownership on a sample of radio equipped homes, both in listening habits and general changes in family life.

The philosophy upon which this study was based was outlined as admitting that television ownership would undoubtedly change the way of living, the radio listening, reading, entertainment habits and other phases of the average home life. Therefore, such a study should be undertaken early enough to trace the effect that the television ownership would have on family activities.

Inasmuch as television ownership and television transmitting stations were, at the time this study was planned, largely concentrated in a few large metropolitan areas, it was decided to confine the scope of the study to the five boroughs of New York City.

The study originally planned in September-October of 1947 went into the field in November 1947.

The original sample was in excess of 2,000 homes in New York City area (2,106) chosen by the probability sample technique.

These homes were at that time all radio equipped but the sample has currently been reduced to 727. Two hundred and eighty-seven, or somewhat in excess of 13%, of the original sample are now television equipped.

All data from this report is based on the panel method. That is to say, of the original sample each home was called upon on the average of once a week so that it was possible to trace the listening and living habits week by week, of each member family of the panel.

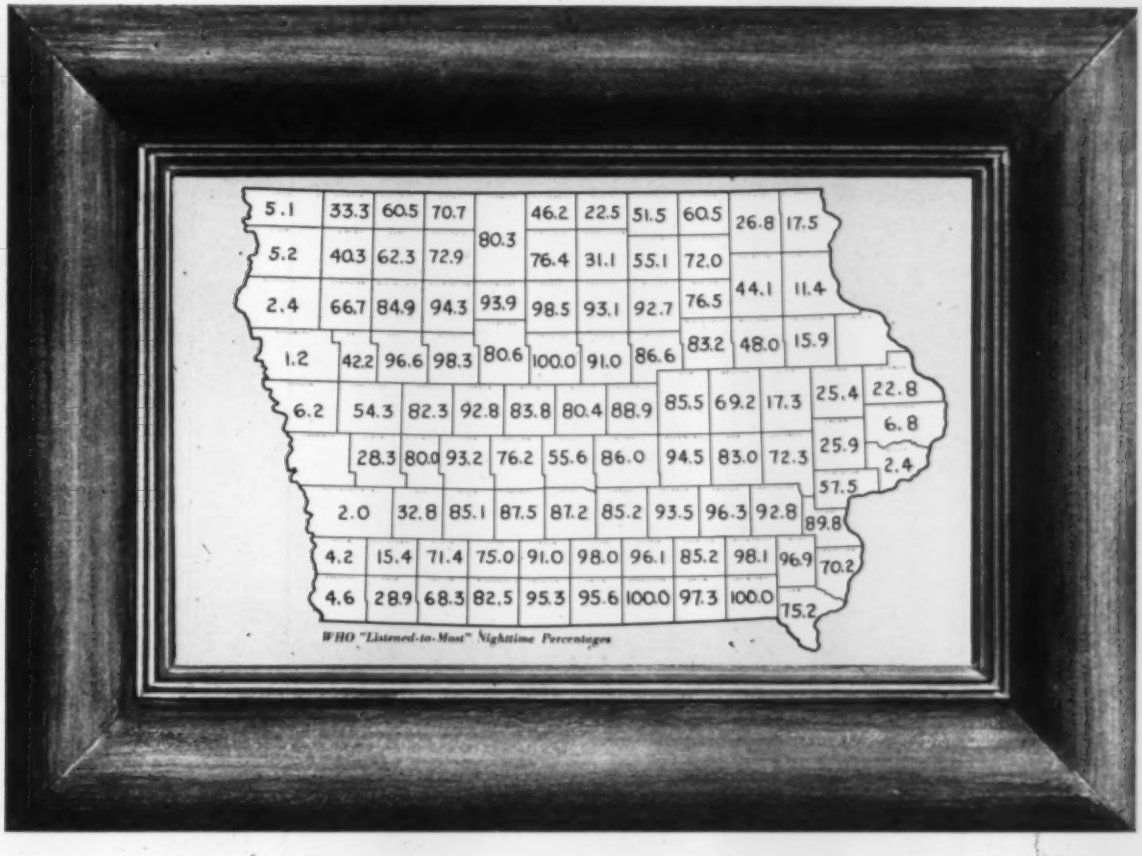
No member family of this panel has been compensated in any way for its cooperation in this study.

To obtain information on listening habits the printed roster technique was used throughout the study. One roster covered AM listening and a second covered television listening. Data on the general living habits of the family were obtained by personal interviews at the time of the call. In the majority of cases all interviews were conducted in the evening hours between 6 p.m. and 9 p.m. in order to cover as many members of the family as possible.

Over the 18 months of this study the percentage of total calls made in this 6 p.m. to 9 p.m. period total slightly better than 62%.

Details of sample composition, both original AM sample and current homes within the sample, are available upon written request.

AMERICA'S PRETTIEST "RADIO PICTURE"!



NIGHT and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. *WHO gets the highest nighttime rating in 70 of these counties, the second-highest in 15, third-highest in 8.*

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "*Plus*"—has a daytime BMB audience in *130 additional counties in 8 states* and pulls year-'round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the Iowa radio audience and its listening habits.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

LATEST TRENDS in labor relations were discussed last Monday by NAB Employe-Employer Relations Committee. Taking part: Front row (l to r) Chet L. Thomas, KXOK St. Louis; O. L. (Ted) Taylor, KGNC Amarillo, Tex.; Richard P. Doherty and Judge Justin Miller, NAB; Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Clyde F. Coombs, KARM Fresno; Gunnar O. Wiig, WHEC Rochester; Harold Essex, WSJS Winston-Salem, N. C. Back row—C. E. Arney Jr., Charles H. Tower, David J. Farber, NAB; Howard L. Hausman, CBS; James D. Shouse, WLW Cincinnati; Joseph A. McDonald, ABC; Ernest de la Ossa, NBC; Adolph Opfinger, MBS; William B. McGrath, WHDH Boston. The committee endorsed expansion of NAB labor studies (see adjacent story).

MARISTANY

Will Head Cuba Delegation At NARBA Session

CARLOS MARISTANY, who headed Cuba's delegation to the Interim NARBA Conference in Washington in 1947, made clear last week that he intends to appear in the same role at this fall's NARBA session and "defend Cuba's rights as vigorously as I have done in all previous similar meetings, whether this is liked or not."

The conference is to get underway in Canada in September to draw up a new North American Regional Broadcasting Agreement. The prior NARBA expired March 29, but the various nations reportedly have indicated they will abide by its principles pending negotiation of a new treaty.

Mr. Maristany's assertion was made in a letter taking exception to the word "deposed" in a story on his demotion from Minister to Under-Secretary of Communications of Cuba [BROADCASTING, June 6]. Text of the letter:

EDITOR, BROADCASTING:

It is customary in Cuba for newspapers and magazines to publish the replies of public officials object of their criticism in the pages used to express them.

Assuming that this fair democratic procedure is also followed in the United States, I would accordingly ask you to kindly insert my reply to the comments appeared on page 72 of your June 6 issue under the caption MARISTANY 'Deposed in Cuba,' as follows:

MARISTANY'S REPLY
NOT 'Deposed'

I have not been "deposed" as Minister of Communications. My return to my permanent position of Under-Secretary, in charge of the high administrative part of the Department, after a brief period of Minister, clearly shows that I continue to enjoy the confidence of the President, the Honorable Dr. Carlos Prio Socarrás. In fact, it was at his personal request that I filled the position anew, which I have held for quite a number of years including past administrations.

It was precisely due to the deep ties of understanding and mutual respect existing between the Chief Executive and myself that he did not hesitate in calling on an old friend to leave the Minister's position to make room for Congressman Dr. Illas in a moment of political crisis.

Said crisis was coincident with my struggle with certain powerful interests which took advantage of the opportunity to ally with political foes to make it appear that I had been "deposed."

You are right in assuming that I will be sent to Montreal in the near future presiding the Cuban Delegation to the NARBA Conference, where I will defend Cuba's rights as vigorously as I have done in all previous similar meetings, whether this is liked or not.

Regarding my position as Director of the Inter-American Radio Office, the President of Cuba in appointing me merely complied with provisions of the 1937 Inter-American Radio Convention and in line with the 1940 Cuban Constitution which authorizes public officials to discharge whatever special missions our government entrust them. It is to be regretted that this appears to be in conflict with the "traditional viewpoint" of the United States of America, which is but one of the 21 American Republics which are part of said 1937 Inter-American Agreement.

Carlos Maristany
Oficiana Interamericana de Radio
Inter-American Radio Office
Bureau Interamerican des Radiocommunications
Roparticao Interamericana de Radio
La Habana, Cuba

ZIV, WORLD

Show, Library Sales Made

PURCHASE of three Frederic W. Ziv shows was announced last week by the New York and Cincinnati producer of transcribed programs. The *Guy Lombardo Show* was purchased by the Queen City Brewing Co., Cumberland, Md., for sponsorship in Culpeper, Fredericksburg, Staunton and Winchester, all Virginia, and Fairmount, W. Va.

WIP Philadelphia purchased the Wayne King and Barry Wood shows on long-term contracts.

World Broadcasting Co., a Ziv subsidiary, announced the signing of Larry Fotine, former arranger for Vaughn Monroe and his orchestra, under a long-term contract, with recording for the company's library service to start this week.

The library service reported, too, that the following stations had subscribed to its facilities: WCAE Pittsburgh, WFJL Chicago, WCAO Baltimore, KOTA Rapid City, S. D.; KDON Monterey, Calif.; WCNB Connersville, Ind.; WJPA Washington, Pa.; KAND Corsicana, Tex.

WARDEN NAMED

Becomes Agency V. P.

KENNETH WARDEN, at one time advertising manager for Lever Bros., has been appointed a vice president of White Berk & Barnes Advertising Agency, New York.

Mr. Warden, following his association with Lever Bros., has been president of the Hellman Division, General Foods Corp.; Supervisor, national advertising, Hearst Newspapers; general sales manager, Seagrams Distilling Corp. He has been out of the advertising business since the war, having returned to the field of industrial engineering, in which he was educated, at that time.

NAB STANDARDS

Enforcement Group Named

NEW committee to promote enforcement of the NAB Standards of Practice was named Thursday by NAB President Justin Miller, in accordance with a directive issued by the board at its April meeting.

Chairman of the group is Eugene Carr, WHBC Canton, Ohio, representing medium stations. Other members are Robert T. Mason, WMRN Marion, Ohio, small stations; G. Emerson Markham, WGY Schenectady, large stations; William E. Ware, KFMX (FM) Council Bluffs, Iowa, FM; Eugene Thomas, WOIC (TV) Washington, TV; Lawrence W. McDowell, KFOX Long Beach, Calif., unaffiliates; William B. Quarton, WMT Cedar Rapids, Iowa, board liaison.

Advisory members are: George Brett, The Katz Agency, station representatives; George Ogle, AAAA, agencies.

Serving for the NAB staff are Harold Fair, Program Dept. director, executive secretary; Richard Jencks, attorney; Robert K. Richards, Public Relations & Publications Dept. director, for public relations.

Still to be named are a network representative and advisory member for advertisers.

Supplementing previous committee appointments, Judge Miller announced these members of the NAB-Radio Mfrs. Assn. Liaison Committee: Leonard L. Asch, WPTR Albany, N. Y.; L. E. Pettit, General Electric Co. Named to the FM Executive Committee is Ray A. Furr, WIST Charlotte, N. C. New member of the Public Relations Executive Committee is R. A. Borel, WBNS Columbus.

RADIO JOBS

NAB Study Endorsed

EXPANSION of NAB studies of station job classifications and continued research on operating costs were endorsed last Monday by the NAB Employe-Employer Relations Executive Committee, meeting at NAB Washington headquarters.

The wide range of labor relations activities received committee approval as the departmental work was reviewed in detail. The committee reviewed a current study of station operating costs by Richard P. Doherty, department head, and Dr. Kenneth H. Baker, research director [BROADCASTING, May 30].

This project covers all types of operating costs, with emphasis on labor, and reflects current economic trends for all classes of stations in all regions. It is described as the most extensive analysis ever made of the economics of broadcasting.

The committee reviewed the Boston personnel study being conducted by Massachusetts Institute of Technology. The MIT research covers seven stations and evaluates station jobs. Tentative draft of the study was discussed.

Current union discussions in the industry were analyzed by the committee. A review was submitted of the Taft-Hartley labor legislation in Congress.

NAB President Justin Miller met with the committee and joined the discussion of labor services provided stations by the association. (For list of those present see photo on this page.)

'SPEND FOR PROFIT'

Hill Advises Meeting

ADVERTISING is "probably the most important of all means of spending for profit," James Hill Jr., president of Sterling Drug Inc., said last Monday following a three-day meeting of the company's standing committees held at the Greenbrier Hotel, White Sulphur Springs, W. Va. "At this time we see no reason why our advertising appropriation should not be the same next year as this year," Mr. Hill continued. "We do not propose to cut any appropriations for 1950 which we believe may help to maintain or increase profits."

Business must continue to "spend for profits" even though present conditions require "more than usual avoidance of extravagance," Mr. Hill told the meeting. He drew a sharp distinction between what he described as the "ordinary accepted economy wave" and "judging every expenditure made in the light of possible profits." He emphasized that "we are not and should not be in an economy wave, but needless expense must be eliminated to provide funds to finance projects to keep business moving ahead." Advertising, he pointed out, is an important expenditure.

EVER SEEN A KUDU?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W·I·T·H, the big independent with the big audience.

W·I·T·H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such big results from so little money on W·I·T·H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES • 50,000

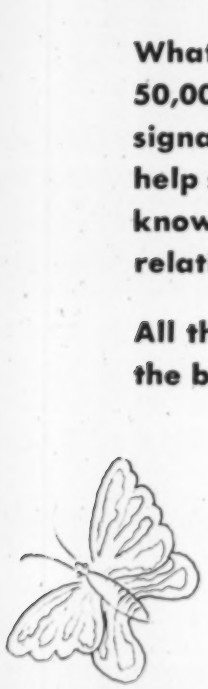
In these days of changing times, with sales fluctuating on both old and new products . . . when it seems the cream is gone . . . do the butterflies invade your interior? Are you wondering what next? And, more important, where the next sale is coming from?

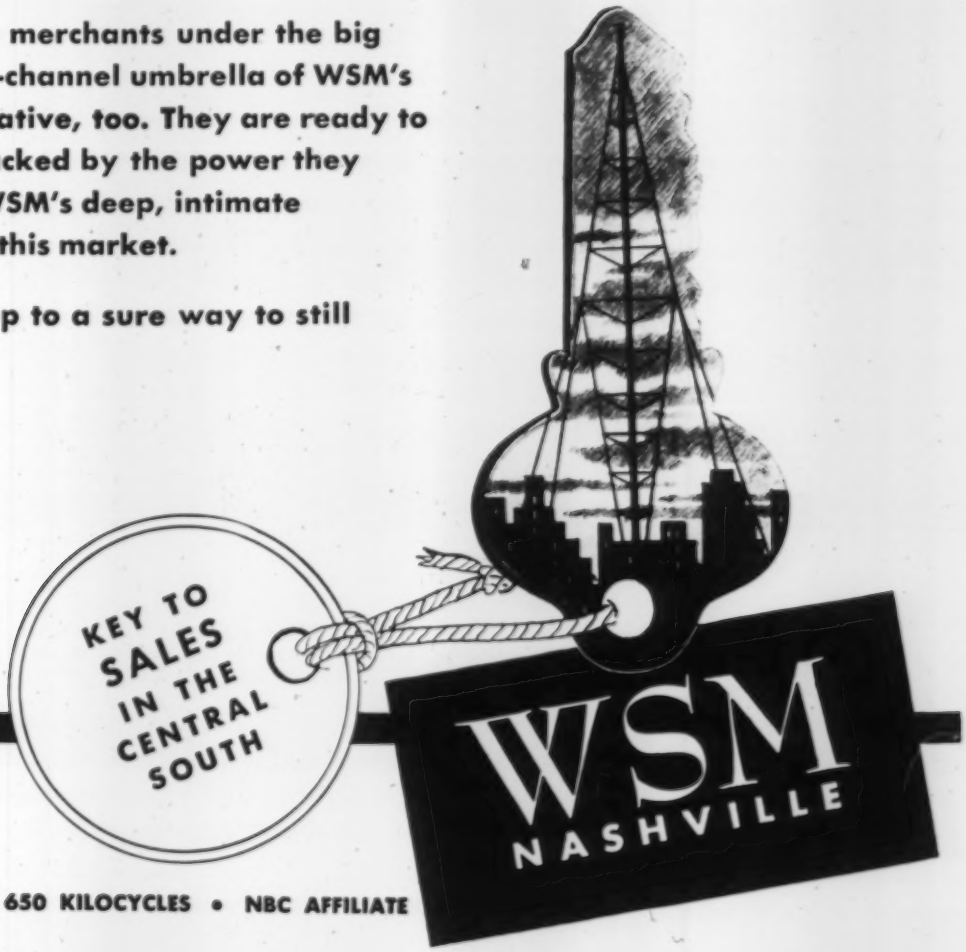
Consider WSM's millions of loyal listeners. They live in cities and towns, and on farms in one of the nation's most stable markets — the Central South . . . a section rich in agriculture and growing in industry.

WSM's staff of 200 can produce for you a network quality show that will sell your products in this section as we have for hundreds of other advertisers for many years.

What's more, the merchants under the big 50,000 watt clear-channel umbrella of WSM's signal are cooperative, too. They are ready to help sell goods backed by the power they know resides in WSM's deep, intimate relationship with this market.

All this can add up to a sure way to still the butterflies.





ES • 50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Editorial

etaoin shrdlu: II

CIO MEMBERS should keep an eye—and an ear—on the radio industry in the future and report to the FCC any abuses of the new freedom to editorialize.

Allan L. Swim, CIO publicity director, in the CIO News

IN its new propaganda role, every broadcasting station is subject to certain rules laid down by the Commission. Every union member who listens to the radio should keep these rules in mind.

Gordon H. Cole, editor, The Machinist

These are typical of the observations being made by union spokesmen in appraising the FCC's Mayflower repealer, permitting stations to editorialize. They regard the tortured "fairness" yardstick as a blanket invitation to run to Uncle Sam whenever a station presents a viewpoint in disagreement with theirs.

We expected nothing less from the labor press. We have no doubt that there will be many "incidents," particularly during election years. There will be repercussions in Congress. There will be litigation. And gradually, we surmise, the courts or the Congress will draw some straight-line logic from the FCC's circumlocutions.

Boxing Lays an Egg

THE RECENT LaMotta-Cerdan middleweight title fight was a boxoffice flop. Its promoters expected a $325,000 gate. It drew but $159,762.

Radio and television can't be blamed for the acres of unfilled seats at Detroit's Briggs Stadium. Like half the expected customers, radio and television weren't even there.

Indeed, the bout was the first title contest of any consequence in 20 years at which radio was frozen out. To hear many shortsighted promoters in boxing tell it, that alone should have assured boxoffice success.

Assuredly, had the LaMotta-Cerdan event been aired and had the gate been so poor, a great cry of alarm would have gone up. The accusing finger of the pugilistic industry would have pointed to broadcasting and telecasting with the cry: "They did it!"

Now, other reasons must be found for the tiny till. Reasons like the unpopularity of the card and even just bad weather.

In all this, we believe there is a lesson. It is that broadcasting and telecasting have long been unjustly blamed for bad boxoffice.

We believe, too, there is another lesson. One for the boxing industry. It is that running away from an audience of any kind is the wrong tack to take. A big gate just doesn't lie in that direction. When boxing had to hide from the law and ordinary citizens back in the barge days, it was a small-time activity —like cock fights today. We don't think its future lies back in that direction. Boxing got big when it came out in the open—when its details were reported in the press and on the radio; when the people, as opposed to just insiders, became interested in it.

We think its future is in bringing its spectaculars to as many people as possible. Prizefight industry entrepreneurs would be well advised to solicit, rather than ban, radio and TV pickups. Let them take a leaf from the books of baseball and football (not to forget wrestling) which really came into their own when they discovered radio. The future of all sports rests with the people. Radio (aural and visual) brings it to them. The gate and sponsor fees must necessarily follow.

Fool's Gold

IN COLUMBUS, Ga., the management of the evening *Ledger* and morning *Enquirer* has joined the dwindling ranks of short-sighted papers charging for program logs.

Columbus has been a four-station market. But on the heels of the program log charge has come news that the newspapers will buy WSAC, MBS affiliate; drop the 1 kw daytime assignment on 620 kc for their station WGBA, and take over the fulltime WSAC 1 kw on 1460 directional while retaining the WGBA call letters. A consolidation, by the way, which comes in the wake of the WMOB Mobile sale [BROADCASTING, June 20] and may portend a trend to consolidation in over-stationed markets.

The Columbus papers are in for a tough fight on the log charge from the two remaining stations. WDAK and WRBL are manned by radio stalwarts who will battle until the bitter end. Jim Woodruff Jr., of WRBL, is a past NAB director and Allan M. Woodall, of WDAK, is newly elected to the same post. Both say they will not pay for the logs.

In assessing the charge, Columbus papers have ignored the storm of protest which has followed each time newspaper management has attempted to barter program logs, one of their best read and highest rated features, for more advertising revenue. Other papers have met negative and often disastrous experiences in attempting this "ignoble experiment."

Last January the three San Antonio newspapers capitulated to reader demand and restored program logs to their columns after the stations had refused to pay. In every city where the experiment has been attempted there has been an instantaneous demand that the logs be restored. In a few areas stations have been forced to buy space. But it is a tribute to the sagacity of newspaper management that in the vast majority of cities the logs are running as an editorial service, along with sports, theatre and other local news.

We feel that the Georgia case will be another where the newspaper quest for the golden glitter of radio dollars will produce no revenue but only the usual shower of complaints from irate subscribers who look to their papers for a listening guide.

Webster & Work-Loads

FOR REASONS we cannot fathom, Chairman Edwin C. Johnson has permitted the nomination of Comr. E. M. Webster to languish before his Senate Interstate Commerce Committee for two months.

Comr. Webster's present term expires this Thursday. If it isn't acted upon by then, the FCC will find itself hobbling along with only four voting members. Chairman Wayne Coy and Comr. Paul A. Walker are not expected to return from Europe until August. The President cannot make a recess appointment until Congress adjourns, sometime this summer.

Chairman Johnson has criticized the FCC for being behind in its work. The FCC laments its "work-load." We assume the Johnson committee has plenty to do and that it believes it is taking first things first.

We know of no concerted opposition to Comr. Webster, who, during his two years of stewardship, has managed to keep out of controversy but has never ducked one. Certainly the Committee can squeeze in an hour prior to next Thursday to approve the President's nominee and send it to the Senate where the confirmation would be virtually automatic. By so doing it could save the Government (and that means the taxpayer) many thousands of man-hours through actions that the FCC otherwise might have to hold in abeyance with a bare four-man quorum.

Our Respects To —

EDWARD SEAYERS WHITLOCK

IT WAS over ten years ago that "Eddie" Whitlock got into radio by accident. An acknowledged expert in the electrical appliance field, he happened through Richmond while on a vacation trip, was told that station WRNL needed a sales manager, and decided to take the job.

After one year as sales manager of WRNL, Edward Seayers Whitlock was then appointed general manager of a mushrooming operation—a post he holds today. Mr. Whitlock is sketchy about his early jobs, dealing with radio from the angle of the power company, the appliance store, the distributor. His interest in broadcasting as such was to seek its own level only in the late '30's after a beach vacation and a few calls on friends—and then inadvertently.

Eddie Whitlock was born in Prince Edward County, Va., Sept. 14, 1901, and was reared in the county seat at Farmville, where he attended high school. During World War I he joined the electrical engineering department of the duPont Co. in Hopewell, Va.—but only after he had just about given up hope of employment there.

"Due to age and young appearance," Mr. Whitlock recalls, "it is estimated that I wore out three pairs of trousers sliding up and down the benches in the duPont employment office before being employed."

After the war he was connected with an electrical contracting firm in Newport News, Va., as assistant to the president.

Other jobs followed from 1920 to 1938 with the Hobbs Electric Co., Suffolk, Va. (the world's largest peanut market), and the Virginia Electric & Power Co. With the latter, he served as Norfolk sales supervisor, then sales manager. A department store—Thalhimer Bros., Richmond—then hired him as merchandising manager of its appliance and radio division for seven years. From there he moved to A. K. Sutton Inc., Charlotte, N. C., Philco distributor, to become general manager for two years.

It was at this point, Mr. Whitlock points out, that it "can be said truthfully a man got into radio broadcasting by accident." After leaving the Sutton firm, he promised his family he would take a three months' vacation, since he hadn't had one in 10 years.

The Whitlocks perched themselves along the Virginia coast for a real rest. While enjoying the vacation, Mr. Whitlock received a letter from a former Thalhimer official who asked him to visit Cincinnati and see the president of the

(Continued on page 60)

How Shelley would have loved us! He dreamed "of some world far from ours, where music and moonlight and feeling are one." And today, to find that world, he would have only to turn the dial of his radio to WQXR and WQXR-FM. That's what more than half a million New York families do every day. And they keep their dials glued so constantly to WQXR and WQXR-FM, no other stations can reach them so effectively. Choice families, these are...who love good things as they love good music, and can afford to buy them. Advertisers know them as one of the choicest markets within this biggest of all markets. Let us show you how to mix music and moonlight and feeling into more business for you.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

McFarland

(Continued from page 27)

poses, and less difficult for the members of the Commission to get at the correct engineering facts before making decisions of grave public import."

Others who gave broad endorsement to the measure in letters on file last week included Theodore C. Streibert, president of WOR New York and vice chairman of Mutual; James D. Shouse, president of Crosley Broadcasting Corp.; James A. McKenna Jr. of the Washington law firm of Haley, McKenna & Wilkinson; Ernest A. Gross, State Dept. legal expert; Paul Raibourn, vice president of Paramount Pictures, television licensee and applicant; E. J. Hudson of Paramount's United Detroit Theatres Corp.; and U.S. Comptroller General Lindsay C. Warren. NBC President Niles Trammell had endorsed the bill in a letter entered earlier.

Hits Reallocation

Renewing his long-standing criticism of FCC's reallocation of FM from the 50 mc area to its present 88-108 mc band, Dr. Armstrong declared:

My experience indicates that it is particularly important that the Legal Bureau of the Commission be reduced to its proper status, in lieu of the dominant position that that bureau has taken in some of the proceedings in which I have been involved.

As I have observed it, it has been the tendency of the Legal Bureau to take the positions of advocacy, and then to attempt to establish that the scientific facts—the laws of nature—supported these positions. The result, in a number of important instances, has been that the Commission has been induced to make, and to act upon, findings or assumptions of fact, concerning radio phenomena, which were contrary to the observations of those scientists and experimenters who had been working in the particular fields, and contrary to the best engineering advice that the Commission could get. Some of those findings or assumptions were later proved to have been flatly wrong—too late, however, to undo the harm that had come from the Commission's having taken action on erroneous premises.

Under such conditions it has been impossible, during the last several years, to carry on sound and honest engineering before the Commission in the field of radio communications.

Dr. Armstrong reiterated his charge that television has been "unsoundly engineered," and should be in the 500 mc region. To try to establish it in the 50 mc area, he said, is "like trying to run 20-ton trucks over country lanes."

He cited the Commission's imposition of the current television freeze, within four and a half months after his testimony on television's "engineering trouble," as an answer to the question as to "who correctly presented the engineering facts to the Commission and to the committees of Congress."

Dr. Armstrong charged that RCA—"the dominant factor in the industry"—has been permitted by FCC to "run away with the ball." Reviewing the past 10 or 12 years, he said "it seems fair to [conclude] that FCC has not, except during brief periods, been an effective instrument of Congressional policy."

Mr. Streibert offered "hearty approval" of a "needed corrective measure" which he felt would "insure the effectiveness" of FCC functions and "assure full protection of the rights of those who appear before it."

Mr. Shouse considered the bill "highly constructive" and a means toward a "very substantial improvement of conditions" at FCC. He particularly endorsed the proposal to lift Commissioners' salaries from $10,000 a year to $15,000.

Triple benefits were foreseen by Mr. Raibourn, who felt the bill would (1) attract better informed personnel via its salary increases; (2) wisely separate review functions from those of prosecution, and (3) "widen each Commissioner's independent knowledge and breadth of view" by providing able legal assistants.

Sees Improvement

Mr. McKenna, Washington radio attorney, saw "substantial improvements" on the present Communications Act. He suggested, however, an additional provision to give the right of oral argument to one who protests a non-hearing grant because of "adverse effects such grant would have on his station or application."

State Dept. has no objection to the legislation, Mr. Gross told Sen. Johnson. He pointed out, however, that "because the control of radio communications is a rapidly changing field, it would seem undesirable in general to write into law some of the detailed matters of organization and operation included in the bill. . . ."

Comptroller General Warren, passing judgment on portions of the bill relating to FCC expenditures for rent, etc., found no objection to the measure.

APPLE POLISHING in front of KPQ Wenatchee, Wash., studios is station's general manager, J. W. Wallace. It all came about after Wenatchee Valley had accomplished a coup in sending first cherries from Northwest into Atlantic seaboard markets this season. Usually Lower Yakima Valley carries off the honor. KPQ reports that ten-row bings were being dispatched East via air express by Western Fruit and Produce Co., under whose sponsorship Martin Agronsky, ABC commentator, is heard on KPQ. One box of fruit went to Mr. Agronsky, the others to Krass Joseph Co., New York, with instructions that proceeds go to Damon Runyon Cancer Fund. New Yorkers bought the cherries at $100 a lug, and there were four lugs.

ARE RADIO NEWS PRESENTATIONS FAIR?

87.7% of Listeners Say 'Yes' in Indiana U. Survey

LISTENERS in general seem to be surer of the fairness of the news they hear by radio than they are of the adequacy of its local coverage.

This was one of the conclusions reached in Indiana U.'s Third Annual Radio Listener Survey, conducted under the direction of H. J. Skornia, the university's director of radio. Survey was made by 60 radio students in their home towns during the December 1948-January 1949 Christmas holidays. It covered 28 Indiana communities, 11 U. S. communities outside Indiana and one Canadian city. The students' total of personal interviews and telephone calls for purposes of the survey was 1,957 (1,200 in Indiana).

On the question of fairness of radio news, professional people and residents of large cities seemed less sure than other groups, Mr. Skornia reported. In the occupational classification 83.5% of professional people interviewed answered "yes" to the question: "Do you feel that radio is fair in its presentation of news?" Average of all occupational groups replying "yes" to the question was 87.7%.

The percentages of "yes" replies to the question: "Are you satisfied with the amount of local news you get?" were lower. Least satisfied was the agriculture-forestry-fishery occupational group, with 66.6% replying "yes." Average of all occupational groups answering "yes" was 75.9%.

Farmer Satisfaction

Commenting on this phase of the survey, Mr. Skornia said, in part: "Could the farmers, least satisfied with the amount of local news available, be thinking of farm and market news? What do the other groups understand by the word 'local,' or to what extent are their replies colored by their liking for sports, or their interest in special types of news?"

Mr. Skonia believes that "considerably different methods from those commonly practiced must be developed before radio stations have wholly reliable data, either on listening to the radio or the impact of radio on listeners." "Until more reliable techniques are developed," he says, "competitive stations in the same town are likely to continue to buy and use for sales purposes contradictory survey compilations. It would be simpler and less confusing to sponsors and broadcasters alike if there were only one survey, but unfortunately such simplicity is not always truth. . . ."

The latest Indiana U. survey took up other questions, including commercials. An average of 61.6% of all occupational groups interviewed replied "yes" to the question: "Are there radio-commercials you find enjoyable?" Population group listings showed residents of cities of more than 50,000 finding the least enjoyment in commercials.

The question, "Are there any products you refuse to buy because of what you consider bad commercials?", also was asked. "Professional persons," says Mr. Skornia, "seem to be found most likely of all groups to boycott products sponsoring 'bad' commercials." And he adds: "Not so expected was the discovery that farmers, who made up all but about 20% of the agricultural-forestry-fishery classification, were second highest in this regard."

In the professional group 16.8% said there were products they would refuse to buy because of what they considered 'bad' commercials. The percentage for the agricultural-forestry-fishery classification was 16.0%.

The student interviewers also asked the question: "Do you own a receiver to enable you to hear FM?" An average of 26.5% in the 12 occupational classifications used in the survey said they do. Included in Mr. Skornia's observations about FM, following an examination of the survey results, was this statement:

"Although certain Indiana areas with FM stations were found to have as high as 60% ownership, some Indiana areas with FM stations a year or more old had below 20%. FM stations in low-ownership FM areas would seem to be leaving something to be desired, irrespective of the merits of FM or AM, if they arouse no more curiosity than this about FM."

NASH RECOMMENDS

That Dealers Buy Ziv Shows

NASH MOTORS, Detroit, has sent a letter to all its dealers recommending that they buy Ziv transcribed shows for their local radio programs, as a result of an arrangement made between the company and Frederic W. Ziv Co.

The plan calls for dealers getting the maximum discount allowed on Ziv shows. Five local Nash distributors in Phoenix, Greenfield, Montgomery, Roanoke and San Diego already have placed their orders for the following five shows: *My Favorite Story, Wayne King, Guy Lombardo, Philo Vance,* and *Boston Blackie.*

Tolleson Named

WALTER TOLLESON, NBC Western Division assistant sales manager, has been elected president of the San Francisco Radio Executives Club. Other newly elected officers include: Vice president, Ray Rhoades of Paul H. Raymer Co.; secretary-treasurer, Richard Tyler of McCann-Erickson.

Florence Doubleplay

FACED with the problem of broadcasting a baseball game at 8 p.m. Wednesday, and the Walcott-Charles fight at 8:30, Manager Joe T. Van Sandt, of WJOI Florence, Ala., bought time from WMFT Florence to carry the baseball pickup from 8:30 to conclusion. WJOI listeners were told they could take their choice of two live WJOI programs through WMFT's cooperation.

A. J. FELMAN

Denied Relief by Court

ARTHUR J. FELMAN, onetime owner of WJOL Joliet, Ill., last week was denied relief by the U. S. Court of Appeals for the District of Columbia from a revised proposed decision of FCC which would grant license renewal to the station's present owners.

FCC had proposed the renewal only on grounds that WJOL sever its time reservation contract with Mr. Felman, a condition of the sale which occurred in 1937 [BROADCASTING, Feb. 7]. The court had no opinion in its denying order.

Meanwhile there still is pending a suit by Mr. Felman against FCC in the U. S. District Court of Northern Illinois directed against the new FCC rules which prohibit time reservation clauses in station sale contracts and which provide for termination of existing reservation pacts. The suit seeks to have the rules set aside. The Illinois court is not expected to convene until next fall.

4-A's Officers

PAUL DULLZELL was re-elected president of the Associated Actors and Artistes of America at the annual meeting of the organization's international board. George Heller, AFRA national secretary, was re-elected first vice president. Others re-elected: Reuben Guskin, second vice president; Ruth Richmond, treasurer, and Florence Marston, executive secretary.

TAFT-HARTLEY

Welfare Funds Not Yet In Hill Debate

THE FATE of the controls imposed on union welfare funds by the Taft-Hartley Law was still unsettled last week, as the Senate completed its third week of debate on a proposed new labor law.

The administration's Thomas Bill (S 249) would repeal Taft-Hartley and reenact the National Labor Relactions Act of 1935. Current restrictions on union welfare funds would be removed altogether, and limitations on secondary boycotts would be eased. Teeth removed by the repealer, however, would be restored to a substantial degree by a substitute drafted by Sen. Robert A. Taft (R-Ohio), which has the backing of Republicans and at least some Southern Democrats.

Debate has not yet reached the question of welfare funds.

The Senate Labor and Public Welfare Committee, giving a favorable report to the administration bill earlier this session, cited the 1948 dispute between the recording companies and the musicians' union as evidence of the complications and delays that may arise under Taft-Hartley's provisions governing health and welfare funds.

Minority members of the committee—Sens. Taft, H. A. Smith (R-N.J.), and Forrest C. Donnell (R-Mo.)—conceded that "no one regards the present provision on welfare funds as perfect," but held that "with more than 3,000,000 employes now having part of their earnings diverted into such funds and the practice growing, some protection against misuse of such funds to the detriment of the employe seems imperative."

Sen. Taft's substitute measure proposes several changes from the present law on this subject. Most important, perhaps, is a provision which would require approval of the trust fund by the Secretary of Labor. The fund would have to meet the requirements currently specified in the Taft-Hartley Law. The employer, however, would be permitted to waive his right of representation in the administration of the fund, whereas the employer must now be represented equally with his employes.

WMIE MIAMI

Investigation Underway

INVESTIGATION of the present and proposed ownership of WMIE Miami, Fla., was to begin today (Monday) in Miami by FCC Hearing Examiner Leo J. Resnick. WMIE is assigned 10 kw day, 5 kw night on 1140 kc.

The inquiry centers upon a proposed transfer of control of the station whereby Lincoln Operating Co. ceases trusteeship functions and Sun Coast Broadcasting Corp. assumes direct ownership of WMIE. The hearing was ordered simultaneously with the Commission's revocation of the permit of WTVJ (TV) Miami on grounds of ownership and financial misrepresentation. Certain individuals were reported identified with both operations [BROADCASTING, Aug. 2, 1948].

The Commission, however, has reported an initial decision of Comr. Paul A. Walker to set aside the revocation and which found Wolfson-Meyer Theatre Enterprises Inc. qualified to acquire control of the television outlet [BROADCASTING, Jan 10]. Wolfson-Meyer is 46% owner of Lincoln Operation Co. which is 10% owner of Sun Coast.

FCC also has reported that it wished to determine in the WMIE inquiry "whether Arthur B. McBride and Daniel Sherby, stockholders in the proposed assignee, are legally, financially and otherwise qualified to be stockholders in a radio broadcast station." The Commission has ordered the hearing to commence in Miami and then be recessed to Cleveland for further testimony. Paul M. Segal and David E. Tolman, Washington counsel for WMIE, left the Capital last Thursday to prepare for the case.

Mr. McBride and Mr. Sherby are chief owners of Sun Coast and also own WINK Fort Myer, Fla. Mr. McBride also has cab company interests in Ohio.

Officers of Sun Coast, according to FCC records, include: Mr. McBride, chairman of the board; Mitchell Wolfson, principal officer of Wolfson-Meyer, president; Robert G. Venn, WMIE general manager and one time chief owner of WTVJ, vice president; J. Allen Brown, treasurer, and Otis Spencer, secretary. Lincoln Operating and Sun Coast merged their interests in the Miami venture after FCC had ordered a comparative hearing upon their respective individual applications for new AM stations in Miami and Coral Gables.

Mr. McBride holds 795.5 shares common in Sun Coast, of total 2,000 authorized, while Mr. Sherby holds 745.5 shares, FCC files indicate.

The last WORD ... for results in SPARTANBURG
MORE FOR YOUR DOLLAR WITH WORD in Spartanburg
See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

26 Television Stations now use ZOOMAR LENSES
for STUDIO and REMOTE PRODUCTION

WMAR-TV, Baltimore
WBKB, Chicago
WNBQ, Chicago
WENR, Chicago
WGN-TV, Chicago
WLWT, Cincinnati
WCPO, Cincinnati
WBNS, Columbus
WLWC, Columbus
WLWD, Dayton
WBAP, Fort Worth
KTSL, Hollywood
KFI-TV, Los Angeles
KTLA, Los Angeles
KNBH, Los Angeles
WAVE, Louisville
WTMJ, Milwaukee
WNBT, New York
WCBS, New York
WJZ-TV, New York
WPIX, New York
WFIL-TV, Philadelphia
WPTZ, Philadelphia
KGO, San Francisco
WMAL, Washington
WXYZ, Detroit

TELEVISION ZOOMAR CORP.
JACK PEGLER
General Manager
292 Madison Avenue
New York, N. Y.

No Requiem for AM

(Continued from page 26)

ship will reach 5 million sometime in 1950—10 million about the beginning of 1952.

Yet even if this prediction of of 10 million TV sets in 1952 comes true—which it very likely will—it has been reliably estimated that television's share of audience would be only 20% of the total radio audience, at which figure television would be approximately as great a factor as a second-ranking radio network. In other words, by this time the effect of television will be that of a fourth major network.

However, in considering the audience which any individual television program may have, one should bear in mind that there will probably be four TV networks—as well as independent TV stations—competing for this share of viewing.

It should also be borne in mind, when considering the size of TV audiences, that Hooperatings now greatly exaggerate the effect of television on radio audiences. Today, about 88% of all television sets are located in those cities in which Hooperatings are gathered—and the ratio of television to radio homes is 1 in 17, as compared to 1 in 37 nationally. Remember that when you hear about television cutting into radio ratings. This condition will exist as long as television set ownership remains concentrated in the major markets.

While considering rating services, it should be remembered that while almost all of the TV audience is measured, a big part of the radio audience is not measured—that is the thousands of persons who listen every day to radios in business places; groceries, drug stores, barber shops, beauty parlors and so on.

Room for More

Taking this data into consideration one concludes that there is room for more than one star in the broadcasting skies of the future. Television will glitter brilliantly but radio will also continue to shine.

Finally, what does the future of radio and television hold for the home listener or viewer? There is no doubt that one will receive more—and perhaps better—home entertainment in the next 10 years than you have ever enjoyed before.

Sooner or later, many more people will buy television sets. Some may want to wait until sets are more perfected and television programs have improved. Others will buy TV sets right away—and take their chances with set reception and the quality of programs.

But whether one buys a television set sooner, later—or not at all—one will still find that radio will give some very entertaining and informative programs in the years ahead.

Even the most ardent television fan will soon find that there are some times—especially in the morning, afternoon, and late evening—when either there is no television program on the air, or at least not the kind of television program that he personally enjoys. In that event, he'll turn back to radio—turn on his set—as a familiar friend that still has a lot to offer.

Again, even if a very enjoyable television program is on the air—a program which one prefers to anything on the radio at the moment—he may often find himself in a position where he is unable to look at the television set. The person may be shaving, or sewing, or driving a car, or off on a picnic, or at the beach. And while his TV set is left behind in his living room, he still can be enjoying a portable radio.

And so, in summation: Television is no longer "just around the corner"—it is here—now. But radio is here, too—and it is very likely here to stay.

THE ASTOR THEATRE, New York, has appointed Donahue & Coe, New York, as its advertising agency. Theatre uses spot announcement campaigns.

FM CAMPAIGN

Aids Providence Set Sales

WPJB (FM) Providence, owned by Providence Journal Co., is using more than 600 columns of newspaper advertising over a two-month period to proclaim advantages of FM and spur set sales. In addition to the newspaper ads, the theme, "Radio authorities say you need FM for the best in radio," is being carried on bus cards, window streamers, counter displays and truck posters.

The WPJB newspaper ads are to include pictures of more than 150 distributors and dealers. Each advertisement proclaims some superior feature of FM reception in an endorsement by the dealer whose picture is used. The WPJB signature cut provides the station tie-in.

An FM set display has been placed in the Journal Bldg. lobby for the duration of the campaign, and one of the sets is tuned constantly to WPJB. H. William Koster, manager of the station, says spot checks on progress of the campaign indicate dealers are experiencing a marked pickup in demand for all kinds of FM models.

• • •

Leo Miller (l), one of cooperating dealers, helps Mr. Koster set up display card furnished by WPJB as part of FM campaign.

Upcoming

June 28: Atlantic Coast and Central Sections of Society of Motion Picture Engineers TV closed circuit meeting, Adelphia Playhouse, New York.
June 30: National Television Film Council first quarterly forum, Roosevelt Hotel, New York.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 11-15: Third National Freedom Forum, U. of Southern California, College of Aeronautics, Santa Maria, Calif.
July 14-15: Annual Indiana U. Radio in Education conference, Bloomington, Ind.
July 18-19: N. C. Assn. of Broadcasters summer meeting, Ocean Terrace Hotel, Wrightsville.
July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.
July 28-30: CBC Board of Governors meeting, Montreal.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 11-12: NARND Convention, New York.
Nov. 19-20: AWB District 13 convention, Radio House, U. of Texas, Austin, Tex.

Facelifting

(Continued from page 23)

functions, to A. D. Willard Jr., executive vice president. As BROADCASTING went to press Mr. Willard had not yet announced if he would undertake the assignment.

Pending the outcome of reorganization moves, Mr. Willard has made a tour of TV stations in several cities to find out what type of service they desire from a trade association. Last fall Mr. Willard was author of a plan by which Television Broadcasters Assn. would have merged with NAB and operated as an entity through interlocking officials and directors.

Video Owners' Views

The attitude of TV stations becomes important as these expanding industry units face the decision whether to join NAB as an all-industry association or TBA as an association devoted directly to the promotion of television. TBA has considered a plan to increase its budget and hire Wayne Coy, FCC chairman, as president. This plan would be based on financial aid from radio manufacturers.

The division scheme at NAB takes another form—three-way set-up of AM, FM and TV units. These would be headed either by vice presidents or division directors. As in the aural-video division plan they would come closely within the control of NAB management, with the specialized NAB services reporting directly to the president.

Second basic form of NAB reorganization is built around the federation or guild idea. It is based on the theory that the growth of TV and FM have made the vertical association impractical and unable to serve the diversified industry elements.

The top federation would handle projects of interest to all segments—AM, FM and TV. These segments in turn would have their own associations and hold their own meetings in connection with an all-industry convention. NAB's specialized departments would serve all associations, which would have proportionate representation on the NAB board. The three associations would be staffed to handle their own sales problems.

Multiple Problems

Any of the various versions of the vertical and federation reorganization plans involve dozens of problems centered around specific functions as well as apportionment of dues. All these issues faced the Structure Committee as it convened Friday morning.

Members of the committee are Clair R. McCollough, WGAL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va.; Everett Dillard, WASH (FM) Washington; John F. Meagher, KYSM Mankato, Minn.; Paul W. Morency, WTIC Hartford, who retired from the board in April; Henry W. Slavick, WMC Memphis.

NARBA CHANGES

New Facilities Reported

NEW STATIONS and changes in existing stations in Mexico and the Dominican Republic were reported by FCC last week following notification by the respective countries according to the provisions of the North American Regional Broadcasting Agreement. The changes are as follows:

MEXICO

XEJT Guanajuato, Gto.—570 kc, deleted. KEIQ Morelia, Mich.—570 kc, change from 1 kw day, 250 w night to 1 kw fulltime; Class III-B. XEAL La Paz, B. C.—580 kc, 500 w, unlimited; Class III-B. XEZM Zamora, Mich.—650 kc, deleted. XETA Zitacuaro, Mich.—760 kc, assignment of call. New, Zapopan, Jal.—760 kc, 500 w, day; Class II. New, Tijuana, B. C.—800 kc, 500 w, day; Class II. XERX Salamanca, Gto.—970 kc, 500 w, unlimited, change from 1560 kc; Class III-B. New, Tijuana, B. C.—1010 kc, deleted. New, Nuevo Laredo, Tam.—1090 kc, 250 w, day; Class II. XEDK Guadalajara, Jal.—1250 kc, increase from 500 w to 1 kw, fulltime; Class III-B. XEGT Zamora, Mich.—1270 kc, assignment of call; station under same call there deleted on 1490 kc. XEAI Mexico City—1320 kc, increase from 500 w to 1 kw, unlimited; Class III-B. New, Tuxpan, Nay.—1340 kc, 250 w, fulltime; Class IV. XEMX Mexico City—1380 kc, increase from 1 kw to 5 kw, unlimited; Class III-B. XEAB Santa Ana, Son.—1400 kc, 250 w, unlimited; Class IV; XEOX Ciudad Obregon, Son.—1430 kc, change from 1 kw to 500 w night, 1 kw day, fulltime; Class III-B. XETZ Orizaba, Ver.—1480 kc, deleted. XEAE Villa Acuna, Coah.—1600 kc, 5 kw, unlimited, change in call from XEAB; Class III-A.

DOMINICAN REPUBLIC

HI2H Villa Duarte, Ciudad Trujillo—1490 kc, 250 w, unlimited; Class IV.

NAB'S MITCHELL

To Address Seattle Meet

MAURICE B. MITCHELL, director of NAB's Broadcast Advertising Bureau, has been invited by Seattle broadcasters to address a luncheon meeting Thursday which will be attended by leading retailers and agency personnel, it was announced last week. Mr. Mitchell is to speak on radio advertising and its effect on future business.

The luncheon meeting is to be preceded by a breakfast session with radio personnel. General chairman of the Seattle broadcasters' planning committee is Al P. Hunter, commercial manager, KRSC-TV. Serving with him are John Jessup, KJR, and Phillip Reilly, KIRO, on invitations; Roger Rice, KING, on arrangements, and Earl T. Irwin, KVI Tacoma, on finances.

All-Stars Rights

WILSON Sporting Goods Co., Chicago, has exclusive radio rights to the College All-Stars-Philadelphia Eagles football game in Chicago Aug. 12. Broadcast will be on the full Mutual network. Game between the collegians and professional champions will be aired also to overseas military personnel via Armed Forces Radio Network. Harry Wismer will handle the play-by-play, with Red Grange on the analysis and color. Agency is Ewell & Thurber Assoc., Chicago.

CHICAGO TRANSIT FM

Tests Held Last Week

WGNB, *Chicago Tribune's* FM station, conducted tests of radio in public transportation vehicles Monday and Tuesday without fanfare or publicity. Through cooperation of the Chicago Transit Authority and the Chicago Motor Coach Co., riders listened to FM music in a CTA streetcar Monday and a CMC bus Tuesday.

General Electric equipment, supplied by the firm's subsidiary, Omnibus Inc., was used in the test. Fifteen of the nation's 17 FM stations affiliated with local transit companies use Stromberg-Carlson installations in a tie-in arrangement with Transit Radio Inc., national sales representative for the stations.

At least five Chicago FM stations — WGNB, WMOR, WBIK (Balaban and Katz), WFMF (Marshall Field) and WCFL-FM (Chicago Federation of Labor)—have been vying undercover several months for broadcast rights from the transit authority. CTA controls 85 to 92% of public vehicles in Chicago proper. This includes elevated and subway trains, streetcars, busses and trolley coaches. The small motor coach organization operates motor busses only.

CTA spokesmen cited no specific findings from the Monday test, but explained that officials "are continuing to watch the development of FM in transit vehicles" and have received all of the data issued by the American Transit Assn. Any issuance of franchises or air rights will come only after formal action of the board, it was explained.

No report on the tests was issued by WGNB, and station officials declined comment.

Plans Another Test

A CMC official, however, said another transit FM test will be made this week or early next week because findings of the initial experiment were "incomplete." Announcement as to choice of a franchise-holder is expected within the next three weeks after analysis and selection by the operations chief.

Undercurrents of controversy also concern sales organizations to handle the potential volume of $8 million yearly in local, regional and national advertising revenue. Transit Radio, major contender, represents its roster of FM stations in vehicular transportation on a national basis from Chicago sales headquarters. The Car-Card Advertising Co., however, a national sales organization with a Chicago branch, has a contract with the Chicago Motor Coach Co. for exclusive sale of advertising in busses. This clause in similar contracts has previously revealed an escape-hatch, with interpretation limiting Car-Card's realm to visual advertising.

Reports in Chicago place General Electric and its Omnibus organization in top bidding position for the equipment franchise. It has also been reported that Dwight Green, former Illinois governor, is completing plans for an organization which will work with GE in attempting to get exclusive broadcast and equipment franchises from both transit systems. This was unconfirmed.

N. C. Summer Meet

NORTH CAROLINA Assn. of Broadcasters' summer meeting will be held July 18-19 at the Ocean Terrace Hotel, Wrightsville Beach. Agenda for the session will be announced later, according to Harold Essex, NCAB president.

RACE RESULTS

Not Aired by WINS—Park

DENIAL that WINS New York is broadcasting race track results, as reported last week [BROADCASTING, June 20], was made by Eldon A. Park, station vice president. Mr. Park said the station has not carried race reports since April 1, 1944, and that he is sending an affidavit to that effect to FCC.

The anti-horse race policy, he added, has been maintained in spite of sponsor offers to the station to air such information. It is the policy of Crosley Broadcasting Corp., of which WINS is a part, not to broadcast race results except as a particular race might form part of a rounded news or sports news presentation, he said.

WMAQ Tower Down

QUICK gale in Bloomingdale, Ill., Thursday blew down and destroyed completely NBC Chicago's 490-foot AM transmitter antenna. Within a minute and a half, the WMAQ emergency antenna—200 feet high—was put into operation at the same site, 30 miles west of the city. It was erected only a month ago. An estimated $50,000 will be needed to replace the high antenna.

LOBBYING

Joint Committee Planned

THE MOVE to create a Joint Committee on Lobbying Activities received the go-ahead sign last Wednesday from the Senate Judiciary Committee which favorably reported the concurrent resolution (HConRes 62) to the floor with amendments previously reported [BROADCASTING, May 30]. It was promptly referred to the Rules and Administration Committee for further action.

The committee would comprise five rather than seven members from each the Senate and House, with appointments to be made by the Senate Judiciary and House Judiciary committee chairmen, respectively, under amendments now adopted. Previously selection would have rested with the President of the Senate and the House Speaker.

The probe authorized by the bill, which passed the House May 18, conceivably could extend to representatives for radio interests, FCC and other regulatory agencies, and a host of private organizations.

The joint committee will be empowered to investigate all lobbying activities.

The Rules and Administration Committee may not consider the resolution until its next executive session July 6, it is believed, unless committee members press for earlier action. It may then be assigned to a subcommittee for study, before going back to the Senate for passage. It will consider particularly that provision dealing with expenses involved for the Joint Committee. As reported Wednesday, $50,000 would be placed at its disposal, to be paid from the contingent funds of both Senate and House.

Reporting the resolution, Sen. Harley Kilgore (D-W. Va.) said the Judiciary committee felt the proposed investigation of lobbying activities is "desirable and can be of much value."

SPORTSTAMP Publishers, Philadelphia, has appointed Weightman Inc., same city, its agency for advertising and sales promotion. Radio, newspapers, magazines and direct mail will be used.

If you play with matches
YOU'RE SURE TO GET "BURNED",
but
TO "LIGHT UP" A SALES "FIRE"
in Memphis with "Safety", flick on—
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

Milestones

► Ray P. Jordan and WDBJ Roanoke, Va., celebrated 25 years of broadcasting June 20. WDBJ first took air on June 20, 1924, and Mr. Jordan launched his radio career with station on that date. Under Mr. Jordan's management WDBJ has grown from 20 w local station broadcasting two hours a day, to 5 kw regional network affiliate. Station has been a CBS affiliate for 20 years. WDBJ is licensed to Times-World Corp., publishers of *Roanoke Times* and *Roanoke World News*.

Mr. Jordan

► Marjorie (Margo) Trumbull is celebrating the eighth anniversary of her *Celebrity Session at the Top of the Mark*, aired over KSFO San Francisco.

► WRTA Altoona, Pa., marked its second year on air June 18.

► CBS-TV's *Toast of the Town*, featuring Ed Sullivan as m. c., marked its first birthday June 19 with anniversary show.

► Dick Osgood, commentator for WXYZ Detroit, celebrated his 13th anniversary with Hi-Speed Oil Corp. program, *Musical Treasures*, June 20. Program is aired over an eight-station regional network.

► Norman Brokenshire, veteran announcer, marked his 20th year in radio June 15. Niles Trammell, NBC president, was among those gathered to honor Mr. Brokenshire on his anniversary. Other guests who appeared on Mr. Brokenshire's WNBC (NBC) New York program (12:30-1 p.m.) were Bruce Barton, former advertising executive, and Milton Cross, another pioneer announcer.

► KRIG Odessa, Tex., celebrated its third birthday June 19.

SET OUTPUT

RMA Lists Five Months

PRODUCTION of television receivers in May was maintained near the April level, bringing total TV output for five months of 1949 to 752,335 sets, according to Radio Mfrs. Assn., comprising about 90% of industry production.

AM-only along with AM-FM and FM-only failed to share this pace, showing declines for the month.

Average weekly TV set production was 40,816 units in May, according to RMA, or 163,262 for the month compared to 166,536 in April. The April output had set a record for a four-week work month. The weekly TV rate is running 2% under April but is still 29% above the weekly average for the first quarter of this year.

Of the TV sets, 112,359 were table models, 41,909 consoles and 8,994 phonograph combinations.

AM-FM set production in May totaled 28,388 units, a decline from the 37,563 April figure and 147,733 mark attained in January. Supplementing the 28,388 FM sets are another 38,154 television sets containing FM circuits, bringing the total FM figure for April to 66,542. The RMA figures show only 25 FM-only receivers though at least two manufacturers have recently gone into production of such sets.

Production of AM-only sets dropped from 468,906 in April to 449,128 in May despite a seasonal spurt in portables and auto sets.

Total output for five months of 1949 follows:

	TV	FM, AM and FM	AM Only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	498,631	716,538
March (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
TOTAL	752,335	383,869	2,586,135	3,722,339

Newsmen Meet at Kent

ARTHUR STRINGER, NAB staff director, was scheduled to deliver the opening address at the first annual Radio News Editors Conference meeting at Kent State U., Kent, Ohio, Saturday (June 25). The one-day "short course in radio news" was conducted under the sponsorship of the Ohio Assn. of Radio News Editors in cooperation with NAB. Director of the conference was Robert S. French, general manager of WVKO Columbus, Ohio. Concluding session of the meeting was scheduled to move from the Kent State campus to Akron's Mayflower Hotel, where Douglas Edwards, CBS television commentator, was to address the evening banquet.

Veale Quits Lever

RESIGNATION of William R. Veale as vice president and general manager of Lever Bros., Cambridge, was announced last week by Charles Luckman, president of the firm. The post of general manager, as a separate office, has been abolished and from now on Mr. Luckman will act as both president and general manager of Lever Bros., he stated.

SECOND BIRTHDAY of WNBW (TV), NBC outlet in Washington, is being celebrated today (June 27) not only by the station but also at individual parties at agencies and other trade organizations in the Capital. WNBW is sending special delivery parties to individual offices in the form of miniature cakes and drinks. Birthday "party-ing" and signing contract for third straight year on the station is George's Radio stores, WNBW's oldest client. Participating are (l to r): Robert Enders, Enders Advertising Agency, handling account; Phil Keller, manager for George's Radio stores; George Wasserman, George's Radio president; William R. McAndrew, general manager of WRC and WNBW; and Mahlon Glascock, stations' sales manager.

SET BUYING

Consumer Buying Intent Lags Says FRB

CONSUMER INTENTIONS to buy radios have dropped 16% from early 1948, according to a Survey of Consumer Finances released last week by the Federal Reserve Board. The average price expected to be paid for these radio sets also has dropped from $120 to $90.

The number of families definitely intending to buy radios at this $90 average price is 1,900,000, according to the Reserve Board's estimates. This is 3.7% of the total spending units in the nation. Actual expenditures have turned out to be higher than estimated expenditures. In 1948 the total number of radios actually purchased (excluding auto radios) was more than double the intended purchases.

A doubled market for TV sets was predicted by the board study, which was conducted by Rensis Likert, director of the Institute for Social Research at the U. of Michigan, under contract to the Board of Governors of the Federal Reserve System. It was taken in the first quarter of 1949.

The survey indicated that more than 1,400,000 families had made definite plans to buy a TV set in 1949. TV was the only item other than automobiles, in a long list of durable goods, that showed a marked increase in demand. Most others held even or dropped moderately in the consumer's proposed 1949 buying budget.

Prospective TV set buyers were well aware of the cost of TV sets—the average price they expected to pay was $340, a figure that is termed "realistic" by the government and industry alike.

The number of people intending to buy radios has dropped more than the number intending to buy refrigerators or washing machines. The survey found the demand for refrigerators to be virtually unchanged from 1948. Demand for washers had begun to shrink slightly at the beginning of the year. In 1948, first quarter, about 1,500,000 indicated that they had made up their minds to the purchase of a washing machine, but in the same 1949 period that number had dropped to 1,400,000.

Spokesmen for radio and television manufacturers indicated that they felt the Reserve Board's estimates of intentions to buy in TV were far below their own estimates of set purchases. The figure used generally in the industry for radio and TV set sales in 1949 is $1 billion.

Perhaps because of lowered set prices, the consumer intention to buy in radios was still relatively strong. The Reserve Board's figures show that an equal number of buyers had made up their minds to buy a radio in 1949 as in the same period in 1947, when radio set sales were at their peak.

Reserve Board officials tempered this figure, however, with some caution, because 1947 was the first year of the survey, and figures were not as accurate as the 1949 figures which are based upon 3,500 interviews throughout the country.

Copies of the survey may be obtained from the Publications Division, Federal Reserve Board, Washington 25, D. C.

TV SOUND

Restrictions Reported

FCC RULED last week that a tone or series of tones—not recordings or duplications of AM or FM programs—is the only permissible aural accompaniment for a television test pattern.

AM or FM programs may be duplicated on the TV sound channel if they are also broadcast on the visual transmitter, however, and aural programs may be originated by the TV station to accompany telecasts of "a printed moving text."

FCC handed down its ruling Thursday in an interpretation of Regulation 3.661(b), which forbids operation of the aural transmitter separately from the visual transmitter, "except for experimental or test purposes." Conceding the rule is unclear, the Commission has been preparing its interpretation for more than a month [CLOSED CIRCUIT, May 23].

In its ruling, FCC held the regulation is "intended to insure that television channels shall be used only for simultaneous visual and aural television programming and for incidental experimental or test purposes, and not for separate aural broadcasts." It held that "to permit a television sound channel to be used either to duplicate AM or FM aural broadcasts, or to originate aural broadcasts only, would not be an economical use of radio frequencies and would not be in the public interest."

The Commission continued:

For the information of television broadcasters, the Commission stated its views as to the correct application of the rule to certain existing practices described below, as follows:

(1) Duplication of AM or FM programs on the aural transmitter of a TV station

(a) while the same program is broadcast on the visual transmitter—is consistent with Section 3.661(b).

(b) while a test pattern is broadcast on the visual transmitter—is not consistent with Section 3.661(b).

(2) Broadcast on the aural transmitter of a TV station of transmissions originated by the TV station

(a) while a printed moving text is broadcast on the visual transmitter—is consistent with Section 3.661(b).

(b) while still pictures or slides are broadcast on the visual transmitter—is not consistent with Section 3.661(b) except for the purpose of necessary tests of station equipment, and except when the aural and visual transmissions are integral parts of a program and the visual transmissions have a substantial relationship to the aural transmissions. (An example of the latter type of program would be a travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture. Another example would be a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events.)

(c) while a test pattern is broadcast on the visual transmitter—is not consistent with Section 3.661(b) except for the purpose of necessary tests of station equipment, and except for the purpose of the actual demonstration of TV receivers to prospective purchasers. In such cases the aural transmissions shall not consist of any program material or musical composition but shall consist only of a single tone or a series of variable tones.

SUPER FARM VOICE

For Nebraska Is Planned

SUPER farm-service station that "will cover more of Nebraska than any other Nebraska radio station" has been reported in the advance planning stage and already advertised as shooting for an October 1 opening date.

Nebraska Rural Radio Assn., Lincoln, Neb., is soliciting funds from farmers, stockmen, ministers, farm organizations and other similar groups throughout the state to support the venture which will cost about $150,000, it was learned last week. The station would be located in the center of the state and would be devoted exclusively to farm news, market reports and weather forecasts every hour, plus "good music" and "wholesome and entertaining programs for the growing child, the busy housewives, the farming farmer."

The NRRA headquarters office in Lincoln last Thursday stated that James Lawrence Fly, ex-FCC chairman and New York attorney, had been retained as legal counsel and that engineering matters were being handled by the Washington consulting firm of Craven, Lohnes & Culver. Ex-FCC Comr. T. A. M. Craven of that firm is handling the details of the engineering presentation to the Commission. Fred A. Palmer, Columbus, Ohio, radio management and operation consultant, also has been retained, it was stated.

While technical details were not revealed, it was learned that four possible sites are under consideration. These are Broken Bow, Lexington, Grand Island and Kearney.

Max Brown, acting secretary of NRRA, was reported to be touring the state to meet with farm organizations to solicit their support. President of the organization is Jay A. Person, Waumeta, Neb. G. W. Erickson is director of information.

A large ad was carried by NRRA fortnight ago in the *Nebraska Farmer*, semi-monthly publication, announcing the venture and soliciting the support of farmers. It stated that the charter membership campaign would close July 4 and invited inquiry for details through use of a special coupon.

The ad stated that "leaders in all Nebraska rural organizations have bought owner-memberships, along with nearly 3,000 other rural Nebraskans." It further said that "nearly $95,000 is paid and pledged" and " more members are joining every day." Membership was said to be restricted to Nebraska farmers, stockmen, landowners and their families, ministers in communities of 500 or less, county agents and vocational agricultural instructors and farm organizations and their employes.

The ad pointed out that in addition to the special farm program features the station would be "a state-wide voice in time of emergency" and "a big rural voice for rural listeners and a friendly country caller in the homes of your city cousins."

Call letters of KRFD have been requested, the ad said, and "application has been filed with the FCC for a radio station that will cover the state to be located in central Nebraska at a cost of approximately $150,000." FCC said last week, however, that it had not yet received the station application or the request for the call KRFD, now assigned to an Alaskan fire control station which is under Interior Dept. supervision.

FCC MEMBERS

Would Serve Until Successor Named

FCC Commissioners would be allowed to continue in office until their successors had been named and qualified, under a Communications Act amendment offered in the Senate last week.

Such a provision in the present law would have obviated the situation which now looms with respect to the renomination of Comr. E. M. Webster. His term expires Thursday, and under existing law he may not serve beyond that time unless the Senate has confirmed his reappointment.

The Senate Interstate Commerce Committee, which passes preliminarily on FCC nominations, has not yet acted in the Webster case nor indicated when it might do so. Confirmation after Thursday would permit him to return to office. Or, if the Senate adjourns without acting on his nomination, he might be given a recess appointment subject to confirmation when Congress reconvenes.

The proposed amendment was one of the three dealing with FCC in almost identical bills designed to bring the laws on regulatory agencies into line with recommendations offered previously by the Hoover Commission or Organization of the Executive Branch of the Government [BROADCASTING, March 14].

The following provisions would be added to the present law:

1. "Any Commissioner may be removed by the President for inefficiency, neglect of duty, or malfeasance in office, but for no other cause." (This amendment was suggested by the Hoover group as a clarification of the President's rights of removal.)

2. "Upon the expiration of his term of office, a Commissioner shall continue to serve until his successor is appointed and shall have qualified."

3. "The functions of the Commission in respect of (1) its internal management, including budgeting and accounting, personnel (including appointments and assignments), supply, management research, information and publications, and other administrative matters; (2) its relations with Congress; and (3) the execution of its policies, shall be performed on behalf of the Commission by the Chairman, and the Chairman shall have exclusive and final authority, on behalf of the Commission, in respect of such functions. Such authority of the Chairman may be exercised, subject to the direction and control of the Chairman, by any officer or employe of the Commission designated by the Chairman for such purposes."

Similar amendments were proposed for the Interstate Commerce, Federal Trade, Federal Power, U. S. Maritime, and Securities & Exchange Commissions, Civil Aeronautics Board, National Labor Relations Board, and Board of Governors of the Federal Reserve System. The bills (S-2059 and S-2073) were introduced by Sens. Joseph R. McCarthy (R-Wis.) and John L. McClellan (D-Ark.), respectively. They were referred to the Committee on Expenditures in the Executive Departments and assigned to a subcommittee composed of Sens. McClellan, James O. Eastland (D-Miss.), and Irving M. Ives (R-N. Y.).

Bush Buys Stock

PRESCOTT S. BUSH, director of CBS, bought 200 shares of the network's Class A stock and 300 of its Class B in May, according to a Securities & Exchange Commission report. Prior to the purchases he held 210 shares of Class A and 300 of Class B.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

CINETEL'S PLAN

13 Stations Already Subscribe

THIRTEEN video stations have already signed license agreements with Cinetel Corp. for the exclusive rights to broadcast films distributed by this company during the coming year. Edwin Woodruff, operating head of Cinetel, told BROADCASTING last week.

Explaining the operations of his company, which has headquarters at 119 West 57th St., New York, Mr. Woodruff said that in essence it is a central buying agency of films for video use, offering the individual stations the advantages of group buying.

Cinetel, he said, offers its licensees exclusive use in their markets of films.

Films selected by Cinetel will be reviewed and approved by a film board before they are submitted to station licensees, Mr. Woodruff said. The board now includes Robert Paskow of WATV Newark, Bert Balaban and Paul Diamond of Paramount Pictures, representing KTLA Los Angeles and WBKB Chicago, and Mr. Woodruff.

Descriptions of films approved by this group will be sent to member stations, who agree to accept at least half of the films submitted by Cinetel. Prices paid by stations for telecasting rights are based on their rate cards: 40% of their hourly rate for features, 20% for two-reel shorts and 10% for one-reel shorts.

Stations already licensed include: WMAR-TV Baltimore, WBT-TV Charlotte, WSB-TV Atlanta, WAFM-TV Birmingham, WKY-TV Oklahoma City, WBNT Columbus, Ohio, WATV Newark, WMCT Memphis, KLEE-TV Houston, KBTV Dallas, WHIO-TV Dayton, WBKB Chicago, KTLA Los Angeles.

COLOR VIDEO

NBS Study May Delay Action

THE ANSWER to the color TV question, it appeared last week, will not come solely from FCC's planned UHF-VHF television hearing in August but from a combination of that proceeding and an independent study being instituted by the National Bureau of Standards.

There was speculation that the NBS color study, set up at the behest of Chairman Ed C. Johnson (D-Col.) of the Senate Interstate Commerce Committee [BROADCASTING, May 30], may result in a delay in reaching the final decision. This belief stemmed from the apparent unlikelihood that the NBS project, not yet in motion, can be completed in time for the mid-August hearing slated by the Commission.

Dr. E. U. Condon, director of the Bureau of Standards, personally is directing the NBS study and has issued invitations to three independent technical experts to serve with him on the committee in charge. The three are Stuart L. Bailey of Jansky & Bailey, Washington radio consulting engineers, who is president of the Institute of Radio Engineers; William L. Everitt of the U. of Illinois, past president of IRE, and Dr. Donald Fink, of *Electronics* magazine and chairman-elect of the IRE-RMA Joint Technical Advisory Committee which is assisting FCC in its television studies.

Dr. Newbern Smith, chief of the NBS Central Radio Propagation Laboratory, will be the fourth member of the committee under Dr. Condon. He currently is taking charge while Dr. Condon is away from his office for about two weeks.

Dr. Smith noted that acceptances had not yet been received from the three others invited to serve, but that he hoped the group could meet in about two weeks to make detailed preparations for the project. He said he did not know whether it would be possible to complete the work in time to take part in FCC's hearing.

Sen. Johnson's request for the independent study pre-dated FCC's late-May television timetable announcement which revived the seemingly dormant color TV question. The legislator professed to be pleased by FCC's action, but nevertheless felt a need for a separate appraisal of the subject by NBS.

For its part, FCC made plain that it would like to make provision for color on an optional basis in either or both VHF or UHF, provided that it won't upset black-and-white operations or cost present set owners too much for conversion. Under FCC's timetable, the issues for its mid-August hearing will be released around July 7.

NBC TELEVISION DATA CHART

JUNE 1, 1949

ESTIMATED TV SET OWNERSHIP

City	No. of Stations	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
Albuquerque	1	22,000	900
Atlanta	2	233,000	10,500
Baltimore	3	732,000	63,100
Boston	2	1,175,000	95,700
Buffalo	1	323,000	23,700
Chicago	4	1,438,000	155,000
Cincinnati	2	384,000	26,000
Cleveland	2	695,000	59,100
Columbus	1	225,000	6,900
Dayton	2	291,000	7,300
Detroit	3	839,000	60,000
Erie	1	112,000	4,200
Ft. Worth	1	269,000	5,100
#Dallas		277,000	5,500
Houston	1	217,000	4,800
Indianapolis	1*	281,000	4,500
Lancaster	1*	85,000	8,500
Los Angeles	6	1,372,000	138,000
Louisville	1	188,000	7,500
Memphis	1	177,000	5,600
Miami	1	117,000	6,300
Milwaukee	1	327,000	26,700
Minn.-St. Paul	1	333,000	17,100
New Haven	1	557,000	32,200
New Orleans	1	225,000	4,500
New York	6	3,597,000	650,000
Philadelphia	3	1,184,000	177,500
Pittsburgh	1	742,000	20,000
Richmond	1	130,000	11,500
Salt Lake City	2*	93,000	5,000
San Francisco	2*	825,000	8,200
San Diego	1*	113,000	3,000
Schenectady	1	258,000	25,000
Seattle	1	307,000	6,700
St. Louis	1	474,000	32,100
Syracuse	1	199,000	4,200
Toledo	1	241,000	15,000
Washington	4	691,000	48,000
Total All Operating Stations	(66)		1,784,900

TV OWNERSHIP IN CITIES WITHOUT OPERATING STATION

City	Operation Date First Station	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
Birmingham	July 1949	196,000	2,200
Oklahoma City	June 1949	138,000	3,400
Providence	July 1949	1,011,000	19,000
Rochester	June 1949	208,000	2,100
Wilmington	June 1949	183,000	4,000
Others			51,400
Grand Total			1,858,000

STATION STATUS

	Licensed	STA's	CP's	Pending	Total
Total	10	58(c)	50	330(a)	448
Markets (b)	7	38(32)	40(28)	133(85)	152

STATION STATUS NOTES

STA—Operating under Special Temporary Authority
CP —Construction Permit
(a) —164 actual FCC channel allocations applied for
(b) —Figures in parentheses represent additional markets
(c)—WHAM-TV Rochester and WKY Oklahoma City not operating as of June 1.

SET INSTALLATION NOTES

* —New station added
**—Figures represent total number of families in each 40-mile (½ millivolt) service area and may not be combined to show net coverage in two or more cities.
#—Included in coverage area of Fort Worth TV station

VIDEO STANDARDS

For World Discussed

WORLDWIDE adoption of U. S. television standards will be advocated by this nation's representatives at a meeting on the subject to be held at Zurich, Switzerland, July 4-15, by International Radio Consultative Committee (CCIR).

The U. S. position was discussed at a government-industry meeting held Wednesday at the State Dept., with a second meeting slated last Friday afternoon. Harvey Otterman, assistant chief, and Donald R. MacQuivy, divisional assistant, Telecommunications Division, State Dept., called the meeting.

Uniformity in worldwide TV standards will benefit all nations, it was felt at the Wednesday meeting. By using common standards, program exchange would be simplified and costs would be reduced, which in turn would promote cultural interchange and a better understanding among nations.

On the economic side, it was pointed out that manufacture of station equipment would be simplified and costs reduced through use of worldwide standards based on the American experience. Some of the industry spokesmen contend this country is so far ahead in practical television experience that adoption of standards different from the U. S. system would be costly to all concerned.

This applies also to manufacture of receivers, since American companies are achieving low price levels through quantity production and uniformity. Development of new models to meet different standards would require costly developmental and production procedure, it was explained.

British TV interests are advocating a 405-line picture of 25 frames and 50 fields compared to the 525-line 30-60 standard in this country.

WHEN (TV) DEADLINE

FCC Orders Choice

WHEN (TV) Syracuse, N. Y., was given 30 days by FCC last week to decide when and where it intended to build its permanent facilities. WHEN presently is operating on its assigned Channel 8 (180-186 mc) under special temporary authorization.

Commission also denied WHEN's request to increase visual power from 15 kw to 26.7 kw under the STA, which it extended for 90 days. Station's bid for increase in power from 15 kw to 26.7 kw visual and from 7.5 kw to 13 kw aural was placed in the pending file as was its bid for extension of completion date to December 12.

FCC asked WHEN to decide whether it would "proceed immediately and diligently" with construction of its initial facilities or if it wished to accept the partial grant of last Jan. 26, rejected by WHEN, which had approved changes in site but denied an increase in power.

JUNE 22, 1948

TELECASTING

A Service of BROADCASTING Newsweekly

Sponsored programs on

NBC Television are viewed in nearly

twice as many major markets

as those on any other network.*

*Averages from April Rorabaugh Report

WHAT'S NEW IN TELEVISION?
Take a Look at WPTZ!

JUNE, 1948

In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ!

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ's new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation's fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps . . . WPTZ's well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco's sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, *professional* staff and crews in the business!

Or maybe it's the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone—

PHILCO TELEVISION BROADCASTING CORPORATION
Architects' Building, Philadelphia 3, Pa.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

One year later, more than 100 Advertisers are buying TV time on

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

JUNE 27, 1949

TELECASTING

VIDEO TALENT

Local Development of Properties Urged

By RICHARD MARVIN

THIS TIME, let's profit from the mistakes made by local stations in handling AM talent, and plan the future so individual TV stations will have a stake in the top personalities and the outstanding programs of the future.

Radio, in its formative days, was too hectic a battle for local stations to pay much attention to the future welfare of their programs. Here and there, in isolated cases, canny operators realized that there was a profit to be made from talent as well as from time. But few of them realized that their most popular acts, through careful management and patient work, could be built into long range, profitable projects. Arthur Church, in Kansas City, did it with his *Texas Rangers*. Harry Stone, in Nashville, built *Grand 'Ole Opry* into a national institution. A few others nurtured talent. But the great majority of station owners gave it little moral encouragement, little financial encouragement—and then were surprised and hurt when their top acts left the station to try their luck in New York, Chicago or Hollywood.

Even today, when radio has settled down to its closest approach to a business-like basis, there are very few AM stations which are doing anything to promote their talent on other than a local basis. And right at this time, when the trend is to new, less expensive programs, is an auspicious moment. Why has AM chosen to ignore the prestige and financial advantages of building local headliners into potential network stars of the future? And will TV management make the same mistake?

All Share Blame

In fairness it must be admitted that the blame does not rest wholly with the stations. Networks, advertising agencies and sponsors must share the onus. Many of these executives take the blase attitude that any talent and any program which does not have a New York, Chicago or Hollywood background is automatically of little value. Some executives isolate themselves in New York to the extent where they have no conception of what is going on elsewhere and, what is worse, no desire to learn.

Another theory, often advanced by leading talent agents, is that outstanding personalities and programs eventually gravitate on their own to New York and Hollywood. Why go looking for them? It's a good theory and a proven one—but it doesn't help the local AM station which gave the act its start.

These local shows of network potential can be sold. But because of various inertias and prejudices, it's a tough job. In 1934 I visited Houston and found, on a local station, an act I considered of network calibre. Two boys, the station manager and the commercial manager, had worked it up to fill in sustaining time. I made numerous recordings and then headed north, full of enthusiasm. As radio director of the Chicago office of an advertising agency, I peddled the program among its clients—no luck. The New York clients of the agency wouldn't even listen to the recordings. Finally, because it was cheap, the program got a spot as a summer replacement. The act was Park Johnson's now-famous *Vox Pop*—and brother, was it tough to sell.

Three Years to Sell

Later, in 1936, I first became interested in *Grand 'Ole Opry*. It took three years and experience with two advertising agencies to sell that one.

Still later, in 1941, on the *Al Pearce Show*, we developed a policy of having each week as a guest someone who had had lots of experience on a local station, but never before appeared on the network. We had people from Memphis, Minneapolis, St. Louis and a dozen other cities. Most of them were good. Several of them, with financial assistance and good guidance, could have developed into valuable properties. But, as far as I know, they appeared on the Al Pearce program in Hollywood and then returned to oblivion, without their local station even making an attempt to keep them in big-time.

Yes, due to a combination of prejudice and inertia, there can be little doubt that AM missed the boat when it came to doing anything for its talent and programs—and itself—beyond a local basis.

TV has the opportunity of profiting by this mistake and avoiding the same error. There's no reason why TV management cannot own a "piece" of its outstanding personalities and programs, and profit if, as and when these properties grow. Right now, somewhere in the country on TV, some station may have the Lum 'n' Abner, the Kate Smith, the Blondie, the Ed Gardner, the Bob Hope of five years from now.

While the current big spenders of TV may continue to draw on established name stars from New York and Hollywood, TV is developing a large group of advertisers, some of them potential heavy spenders, who are approaching the medium cautiously and economically. Right now there is a crying demand for inexpensive TV programs which offer new, fresh faces or new, vigorous ideas. Each city in which there is TV has its local favorite—a favorite whose standing may be proven by sales, popularity, fan mail, surveys, etc. This favorite may be a person, a group, a program or, in some cases, an "idea" which could be recast in New York without even disturbing the local situation. There is always the possibility that one of these now-local programs may be the sensation of the industry in the future. Any one of them may hit the jackpot. But what are the stations doing to promote this talent, and will they share in the profits?

One of the big problems effecting the situation is establishing just how the station may put itself in the position where it may legitimately share in this future. It must be done through sweat, tears and financial assistance. Certainly no station is justified in asking for a "piece" of a property without doing work to develop it. It cannot claim a percentage simply because the act started on the station. It must render definite and concrete services to establish its right to a commission on future earnings.

On the financial side, these services can include purchasing extra-special material, extensive publicity campaigns, trips to New York for the talent, paying for network auditions, and preparing planned promotion campaigns to network production people.

Also, the station can offer skillful management of local commitments, the securing and working with a competent talent agent, the intelligent handling of contractual matters, and aggressively offering the property for sale to advertisers on a national basis.

It's not an easy job—or an inexpensive one. Some of the properties which start out with such promise won't hold up. But the development of only one show, or one personality who becomes "tops" in TV's future, is well worth the gamble.

So the question is: Will local TV stations put themselves in the position of legitimately promoting outstanding properties as an investment in prestige, plus a potentially attractive financial return—or will they follow in the shallow footsteps of AM and let talent work out its own salvation? If TV management now, today, will adopt a policy of gambling on the future of properties which it honestly, sincerely thinks are big-time, the result may well be beneficial not only to themselves, but to the entertainment industry as a whole.

NOW freelancing in television, Richard Marvin spent 20 years as radio director of various agencies, including J. Walter Thompson Co. (Chicago), William Esty Co., Ward Wheelock Co. and Grey Advertising. He brought to network radio such programs as *Blondie*, *Meet Mr. Meek*, *Luncheon at the Waldorf*, *Vox Pop* and *Grand 'Ole Opry*. Among personalities whom Mr.

Caricature by X. Cugat

Mr. MARVIN introduced to network airwaves are Arch Oboler, Kay Kyser, Ginny Simms, Bob Crosby, Vaughn Monroe, Johnny Mercer, Herb Shriner and Lionel Barrymore as "Scrooge." With this background, Mr. Marvin speaks with authority on the subject of talent.

SET WITHIN A SET is shown here. In back of this set for *Cinderella*, half-hour TV show shot at Films for Industry, was another scene for the playlet's next act. Nesting the sets permitted almost continuous shooting, thereby offering considerable savings by keeping crew and actors together. Actually, this set was part of a four-scene nest affair—two larger sets were wrapped around the back of this set; a smaller one previously had fronted this set.

CUTTING FILM COSTS

Backdrop Savings Cited

MANY film producers for television see through their camera sights nothing but great big dollars unnecessarily spent.

That may come as a shock to many advertising agencies and advertisers who entertain the opinion that a film producer never does for one buck what he could just as easily do for five.

Mr. Chesler

"We see plenty of wasted dollars in many films made for television," is the opinion of Hylan Chesler, president of Films for Industry, New York, and his studio manager, Alan J. Jacobson. "The producer would just as soon save his clients money—and he can do it," they say.

Their recommendation is that a client first decide on his budget, then call the producer in at the very start of planning and ask him how it can be done at the price.

The wrong way to go about it, they contend, is to present the producer with a script and set blueprint that must be followed unalterably. By doing that, the client fails to take advantage of the suggestions and know-how the producer is more than willing to make available to his customer.

Ways in which a producer can save his client money, according to Messrs. Chesler and Jacobson, are in adapting old sets instead of building new ones; using camera skills to get the same punch as expensive animation; planning sets and schedules so that shooting can be done in one continuous operation without lost time.

And in still one more way, they say, the picture producer can get the client buying a TV commercial to save money—to have him return to some of the principles of audio selling.

"That last point may come as something of a shock to a lot of advertisers," admitted Mr. Chesler. "They may think I'm selling my own medium—motion pictures—very short."

Mr. Chesler is of the belief that many agencies and advertisers have become so entranced with the idea of visual selling that they have put out huge sums in expensive animations and tricks. These knock the eye out of the viewer—the first time.

But different from audio repetition, in the belief of Mr. Chesler, visual re-runs of spectacular nature lose their effect. He says:

"People don't mind hearing the same thing over and over. Radio's made them used to it and they can't help hearing. But when you repeat a visual impression, people look away. They no longer see it."

Thus he believes that the sound track should have a strong selling message and that money put into elaborate picturization, either by acting or animation, is often wasted because the eye tends to wander away from repetition. Often the result is a production with overacting and underselling.

He also believes that much of the punch derived from animation can be accomplished at no extra expense to a film buyer. Optical tricks and camera angles, for example, can zoom products right into the face of the televiewer, giving the impression of motion. That is something a viewer can't ignore because impact is single and direct. The sound track can then carry the selling message.

Messrs. Chesler and Jacobson believe one of the greatest savings to commercial picture buyers can be effected in sets.

Building a set from scratch through the cycle of design, carpentry, plastering, painting and prop dressing is expensive. Adapting an existing set can often be done at little cost, they say. (See accompanying photos.) With minor changes, Films for Industry has made the same set do as a modern office, a medieval palace room and an up-to-date kitchen.

"In fact," said Mr. Chesler, "by adapting an existing set, an advertiser often can get something more elaborate than his budget would have permitted."

For limited budget commercials, he advocates putting as little money into the wall and as much into props in front of the wall as possible.

By "nesting" sets or telescoping them into each other, it also is possible for shooting schedules to be made continuous in one studio. Recently, Films for Industry did a half-hour play script in which four backgrounds were needed. Studio space was insufficient to accommodate all the backgrounds at one time, and yet it was more economical to shoot continuously, without calling back the cast, director and camera crew on separate occasions.

The last-needed set was constructed first, close to the studio wall. In front of this, so it could easily be broken down, the second set was put together. The other two sets were then built one inside the other in one corner—thus, in one end of the studio there was a nest of four sets. Since each set could be torn down in three quarters of an hour, cast and crew could be kept working almost continuously.

None of the economies possible, however, are apt to be effected without early cooperation between the film producer and the client, say Messrs. Chesler and Jacobson.

Even then they may not be apt to work unless the client, whether it be the advertiser or his agency, appoints some one who can make decisions as they are necessary during the course of production. The Films for Industry organization has found that delays caused by consultations and cross-consultations among producer, agency and sponsor account for as much as one-third of the budget expenses of some commercials.

All this can be avoided, they believe, by proper conferences and proper delegation of authority at the start.

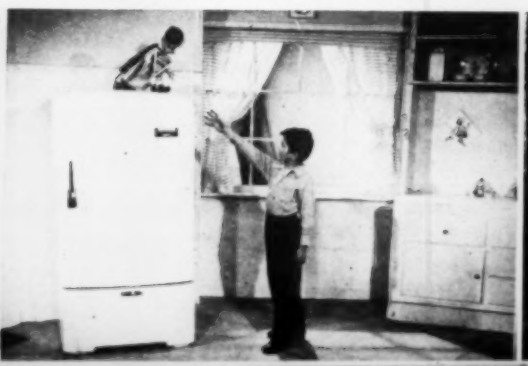
One of a Series

* * *

THIS SET shows the original, basic unit as used by Films for Industry in producing the Film Equities' TV package show, *Tom Terris' Adventure Album*. The same set has been economically changed for two other productions shown in the pictures at the right.

* * *

THROUGH the simple process of changing the props, the office has now become a kitchen for use in a commercial announcement on behalf of Zausner Food Co. (cheese) through Brisacher, Wheeler & Staff. Alterations cost $50, compared to $350 for a new set.



* * *

ONCE MORE the set is adapted—this time to show a palace room for the half-hour TV production of "Rumpelstiltskin" for Tele-Art Films. Latticing of existing windows with wood and hanging of drapes are the major changes. Alterations again were effected at nominal cost.

DR. ZWORYKIN

Receives Lamme Medal

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of the RCA Labs Division, received the Lamme Medal for his work on electronic apparatus basic to television at the annual meeting of American Institute of Electrical Engineers Wednesday at Swampscott, Mass.

Dr. Zworykin

The award, established in 1928 through a bequest of Benjamin Garver Lamme, chief engineer of Westinghouse Electric & Mfg. Co., was presented by Everett S. Lee, institute president.

He was presented for the award by Brig. Gen. David Sarnoff, RCA board chairman, who hailed Dr. Zworykin as the "scientist extraordinary of this age." Gen. Sarnoff summed up the medalist's contributions to television and electronics.

In his acceptance speech, Dr. Zworykin reviewed the development of television, stating that its growth appears to be limited only by the space in the frequency spectrum.

He has received numerous other awards, among them: The Morris Liebmann Memorial Prize of the Institute of Radio Engineers; the Benjamin Count Rumford Medal of the Boston Academy of Arts and Sciences; the Howard N. Potts Medal of the Franklin Institute; the Rumford Medal of the American Academy of Arts and Sciences; the Gold Medal of the Poor Richard Club; the annual award of the Television Broadcasters Assn. and the Cross of the Chevalier of the French Legion of Honor.

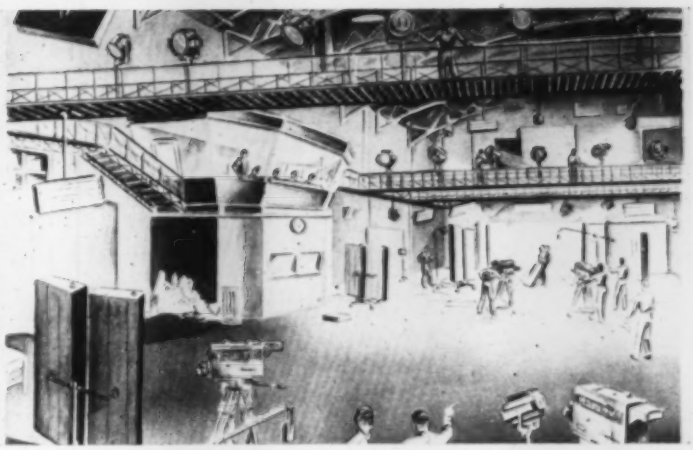
'CRUSADE' SEQUEL

Planned on Pacific War

WHEN the present series of *Crusade in Europe* is completed on ABC-TV (Thursday, 9-9:25 p.m.) it will be followed by a sequel film on the Pacific war. "March of Time" is beginning immediate production on film coverage of the war in the Pacific, Roy E. Larsen, president of Time Inc., publishers of *Time, Life, Fortune* and *Architectural Forum* and producer of the "March of Time," said.

"We have decided to complete the pictorial documentation of World War II, begun with Gen. Eisenhower's *Crusade in Europe*, with a series on the Pacific war," Mr. Larson explained.

The project will have the cooperation of the National Military Establishment. Young & Rubicam is the agency for Time Inc., sponsor of *Crusade in Europe*.



ARTIST'S sketch of the television studio which is to be a part of WDSU New Orleans' new radio-TV center in the Vieux Carre district of New Orleans. The studio will be 100 x 60 feet, according to Edgar B. Stern Jr., WDSU Broadcasting Services president. Firm recently acquired Brulatore Court, 522-524 Royal St., New Orleans, which it will occupy as administrative offices, and an adjoining lot 200 x 60 feet at 616 Toulouse St., on which will rise the new radio-TV plant. Work on studio building is expected to start about Aug. 1. When new building is completed, WDSU will vacate the Monteleone Hotel 14th floor location it has occupied since 1935, Mr. Stern said. Cost of AM-TV equipment for the new plant will be approximately $45,000.

KRLD-TV DALLAS

Plans Oct. 1 Opening

KRLD-TV Dallas is due to take to the air Oct. 1, Clyde Rembert, managing director of KRLD, announced.

Construction is progressing rapidly on the building in downtown Dallas which will house executive offices and studios of the television unit. A tower 566 feet high will top the building.

KRLD-TV will be the exclusive outlet for all CBS-TV productions in the Dallas-Fort Worth area, Mr. Rembert said. As such, the station will have available all CBS-TV releases.

Channel 4 has been assigned to KRLD-TV. The station will be on Patterson Ave., across the street from the Dallas *Times Herald*, the publishing corporation which operates KRLD. The site is about four blocks from the Hotel Adolphus, where KRLD's AM and FM studios are presently located.

Studio 'Rain'

A WOULD-BE miracle was worked at WRGB (TV) Schenectady when actors Howard Reig and Margaret Halbert, spoofing the recent drought in a comedy skit, "How To Make It Rain," did so. The heavy precipitation, which immediately deluged the actors and convulsed the audience, was neither rehearsed, plotted, nor heaven-sent. The break in the dry-spell was caused by a timely but coincidental break in the rubber waterline to the water cooled studio lights.

TV HOOPERATING

Subscribers To Get Results

RESULTS of the first Network TV-Hooperating Report will be divulged tomorrow (June 28) at a subscriber conference in New York's Hotel Biltmore. Meeting will provide a point-by-point analysis of the report, stressing the proper use of its data and their inter-relationship with those of the other Hooper reports on broadcast audiences.

The new Network TV Report, based on random calls made during May in 31 TV cities, will give an estimated network telerating and share of audience among TV homes for each commercial network video program, plus other data.

'OFFSET CARRIER'

Aids WCBS-TV WMAR-TV

BY AN "offset carrier" operation authorized by FCC, WCBS-TV New York and WMAR-TV Baltimore have extended their interference-free viewing areas by 10 miles, according to a claim by William B. Lodge, CBS vice president and general director of engineering.

The change went into effect June 16 and by the next morning viewers sent in unsolicited reports expressing gratification at the improvement, it was said.

The operation involved a slight shifting of the station frequency, so slight, however, as not to affect the tuning of receivers. Until the change, both stations, which are on Channel 2, maintained their frequencies precisely in step. Now they differ approximately 6,200 cycles—only a tiny percentage of Channel 2's band of 6,000,000 cycles.

FOR SALE

prize TV package

"The Pickard Family," a KNBH TV package, is home-delivered each Sunday night to thousands of Southern California television viewers.

A rich, wholesome, all-family show, it has won the hearts of families throughout America's third television area. Spotted at 7:15-7:30 p.m. Sundays, it enjoys one of the best time periods on NBC's key station in the West.

"The Pickard Family" is one of several prize KNBH packages created by top TV showmen and presently available to advertisers anxious to cover the Los Angeles market through its most potent television station. For details, consult your nearest NBC sales office.

The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporation of America

TV FILM COUNCIL

Quarterly Forum June 30

PLANS for the first quarterly forum of the National Television Film Council, to be held Thursday, June 30, at New York's Roosevelt Hotel, were announced last Tuesday.

The all-day session, running from 10 a.m. through dinner, with breaks for lunch and from 5 to 7 p.m., will be opened by a forum on film distribution, headed by Chairman John H. Mitchell, in charge of television for United Artists, and William L. Roach, UA attorney. Mr. Mitchell's portion of the forum will discuss station needs and NTFC's film catalogue. Mr. Roach will outline the council's film clearance bureau and what it is doing.

After lunch, from 1 to 3 p.m., a video station forum will be headed by Ed Evans, WPIX (TV) New York film relations director. TV film success stories, standardization of programs, and the agency's TV outlook will be discussed. A production forum headed by Henry Morley of Dynamic Films will round out the afternoon's sessions.

Dinner, scheduled for 7 p.m. at the Brass Rail Restaurant, will feature Col. John R. Howland, assistant to the president of Zenith Radio Corp., who will speak on phonevision and present a film demonstration of its operation.

ADDRESSING the "Television Pre-Vue" dinner which was held by WBT Charlotte, N. C., is George Moskovics, CBS manager of television sales development [BROADCASTING, June 13]. With him at the speakers' table are Joseph B. Bryan (l), president of the Jefferson Standard Broadcasting Co., owner of WBT, and Charles Crutchfield, general manager of WBT WBT-FM WBTV (TV). The dinner was held in the Hotel Charlotte and was attended by distributors, dealers, agency men and business executives in the area to be served by WBTV, which expects to begin operation July 15.

SYLVANIA VIDEO SURVEY

Middle, Lower Income Families Own 58% of Sets

FIFTY-EIGHT percent of television sets in use the last week in February and the first week in March were owned by families earning less than $5,000 annually, according to the latest continuing survey of Sylvania Electric Products Inc.

The survey, published in a 27-page report, also indicated these findings:

1. Rate of set purchase in the under $5,000 group is growing faster than in the over $5,000 group. The trend is toward cheaper sets.
2. Set owners are happy they made their purchases.
3. Set owners largely approve of programs.
4. Five television manufacturers have captured 70% of the market.
5. Most sets are equipped with 10-inch viewing tubes or less. Newer TV areas tend to go for smaller screens.

The survey, datelined June, was released in New York by Frank Mansfield, Sylvania director of sales research. He explained it was conducted in 13 cities that have had television available for different lengths of time, as follows: Two years or more—New York, Philadelphia, Chicago, Cleveland; one to two years—Detroit, Los Angeles, St. Louis, Washington, D. C.; less than one year—Boston, Buffalo, Minneapolis, New Haven, Toledo. Over 24,000 families in these areas were winnowed to secure the sample upon which the findings were based, said Mr. Mansfield.

It was the opinion of the Sylvania sales executive that the growing dominance of the middle and lower income families is the most important influence today in television.

Since Jan. 1, only 12% of all sets sold have been priced above $515, whereas in the last quarter of 1948 they represented 16% of the total market. During January and February, almost half of all sets sold were priced at $335 or lower.

The survey set forth these figures to show that purchasers are progressively paying less for sets:

	DATE OF PURCHASE			
Cost of Set	Jan. Feb. 1949	Fourth Quarter 1948	Earlier Date	Total
Up to $335	49.2%	44.4%	42.5%	45.3%
$336-$515	39.0	40.0	40.2	39.4
Over $515	11.8	15.6	17.3	15.3
Total	100.0%	100.0%	100.0%	100.0%

Satisfaction with television is expressed by an overwhelming majority of set owners—94.4% stating they would buy a receiver if they had it to do over again. Only 4% said they were sorry they purchased, while 1.6% did not know whether they would make the purchase if they had it to do again.

Mr. Mansfield found that as of the survey date, nearly half of all U. S. families now live in TV areas and that 1 family in 14 in those areas owned a set. The 18,500,000 families who can see television owned 1,220,000 sets, he said.

Sylvania, one of the major manufacturers of television tubes, whose products are used in 32 nationally known sets or 75% of the national brands, is itself entering the set business with a full line of receivers to be introduced in the fall. The survey is one of a continuing series undertaken by Sylvania to forecast demand and market conditions in the television field.

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

KGO-TV STAFF

New Personnel Added

OPERATION of KGO-TV San Francisco since its inauguration May 5 has added 20 new staff members and transferred 11 from the station's AM staff. The television group is divided into three distinct operations — transmitter, studio-field and maintenance.

The TV transmitter group, headed by Harry N. Jacobs, has taken four men from the AM transmitter operation and one from the AM studio-field operation. They are James J. Blanchet, Herbert V. Kramer, John M. Petty, James F. Mehren and Elmer L. Holman.

Newly hired transmitter personnel are Earl H. Holtman, Elwin MacRae and Robert E. Heller.

The studio-field division, supervised by G. Warren Andresen and J. R. McDonnell, has added eight new employes and one transfer from the AM operation. They are:

Milton W. Cooper, the AM transferee; Robert M. Moore, Pierce G. Hawk, Norman B. Kay, Stanley W. Younger, Donald A. Horstkorta, Donald P. Schwab, Lawrence T. Barisich and Werner H. Ruhl.

The maintenance group, headed by Merwin C. Jones, has added Richard W. Stevens and Harold R. Brown.

Additions to the KGO AM engineering staff include Frank A. Bindt, Robert V. Stodden, John W. Hall and Norman F. Wallis.

TV at Columbia

TEACHING of television techniques is to be offered by New York's Columbia U. during the 1949-50 academic year. The 25 professional training courses arranged by the university's School of General Studies in cooperation with NBC will have 14 network executives as instructors. Majority of the courses will be given in NBC studios, and will cover basic radio and TV, dramatic writing, news writing, promotion, publicity, use of equipment, production and direction and others.

Sure, Television's amazing

—and it's practical, too!

| | | |

B. F. ...drich Celeb... Time L (E)	*Sing-Copation* L (E-M)	*Movie Shorts* F (E-M)	*Bon Voyage* L (E-M)	TBA	*Bowling Headlines* L (E-M)	Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)
...ercury ...e Town ...K (M)	General Electric Fred Waring's Pennsylvanians L (E-M)			*Weekly News Review* L/F (E)			
General ... Corp. Author ... Critics L(E) ...K(M)	Philco Summer Playhouse L (E-M) Starts July 17			*Around the Town* L (E-M)	*NBC. Newsroom*		
Ba...nce L (...M)	*Skip Farrell Show* L (E-M)		*Roller Derby* L (E-M)				
It Pays to ... Ignorant	Ford Motor Co. Show		General Foods Corp. Goldbergs L (E-M)	People's Platform			
...Do... Fame L (E) ...(NI)	*Feature Theater*			*Herald-Tribune News*			
The ...ack	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)		Firestone Tire & Rubber Americana L (E) K (M)	*Village Barn* L	*Newsreel* F		
Fa... ...ie F (M)	*Movie Shorts* F (E-M)		*Dr. Fizum* L (E-M)		Co-op Boxing (to midnite) L (E-M)		
...eatre	Gulf Oil Corp. We the People L (E)		Electric Auto-Lite Suspense L (E-M)	*Blues by Bargy*			
...heater	DuMont TV Dealers Ted Steele Show L (E-M) K (NI)						
...hnson ...M)	TBA Starts July 12 L (E)		*Believe It or Not* L (E) K (NI)	*To Be Announced*	*Trotting Races Roosevelt Raceway* L		
Movie)			Co-op Wrestling L (E-M)				
Tobacco ... is Friends ...K (NI)	*Film*		*Kobbs Korner* L (E) K (NI)	Studio One Westinghouse			
Grouch... Paynes L (E) ...K (NI)	*Court of Current Issues* (E-M) K (NI)						
The ...ack Robe	Kraft Foods Co. TV Theatre L (E-M)			*Meet the Press* L (E)	10:30 *Newsreel*		
Music ... Lorillard ...I)	9-9:25 Time-Life Crus.Europe F (E-M)	9:25-9:30 Pal Blades Pal Headlr	*Quiet Please* L (E-M)	*Roller Derby* L (E) (M)			
...rue	Film		Wine Industries Scott Paper Co. Dione Lucas	*Blues by Bargy*			
T...A	DuMont Labs Morey Amsterdam Show L (E-M) K (NI)						
Swift ... Co. Swift ...how L (E) K (M)	Gulf Oil Corp. Gulf Road Show L (E)		Bigelow-Sanford Bigelow Show L (E-M) K (NI)		10:20 *Varies*		
Ladies ...e Seated L (...M)	Bristol-Myers Break the Bank L (E-M)		Int.Cellucotton (Kleenex) Fun for the Money L (E-M)				
What ...It Worth L (E)	*Play House*						
Center)	*Key to the Missing* L (E-M)						
...m (NI)	TBA		American Tobacco Co. Your Show Time F (E-NI)	Chesebrough Greatest Fights	Trotting Races		
Fun & Fortune L (E-M)	*Paul Whiteman's TV Teen Club* L (E-M)						
Film							
...ure	*Cavalcade of Stars* L (E-M)						
Eddie Condon L (E)	Crosley Div., AVCO Who Said That L (E-M)		*Saturday Night Jamboree*	*The Dave Garroway Show*			

HERE are some sports Telefacts from Pulse data for the period of May 1 through May 7, 1949

BASEBALL TELECASTS

	NIGHT		MIDWEEK DAYTIME		WEEKEND DAYTIME	
	# ¼ Hours	Average Rating	# ¼ Hours	Average Rating	# ¼ Hours	Average Rating
N.Y.	22	17.1	64	5.3	45	14.7
PHILA.	33	28.8	10	15.0	34	37.8
CHIC.	—	—	48	10.7	24	29.9
CINN.	—	—	—	—	20	50.2

OTHER SPORTSCASTS for the same week in May IN NEW YORK rated as follows:

	# ¼ Hours	Average Rating
Boxing	37	16.8
Wrestling	20	15.1
Racing	16	7.0
Roller Derby	16	10.9
Bowling	5	25.3

PULSE CALENDAR FUTURES

1st 6 Market Network TelePulse
(July 25, 1949)
1st Washington, D. C. Radio Report
(August 25, 1949)
1st Washington, D. C. TelePulse Report
(October 25, 1949)

FOR INFORMATION about these and other Telefacts

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Certain facts are starting to pop out of television. One of the most significant is that CBS-TV sponsored programs deliver a larger average audience in New York than any other television network programs. The messages of CBS-TV advertisers earn about a 14% larger family circulation than the messages of advertisers using the next highest television network.

CBS-TV

NBC-TV RATES

Card No. 1 Now in Effect

NBC has issued its Television Network Rate Card #1, effective June 1.

Evening hour rate for the interconnected network of 19 stations is $7,000; for the two stations individually available (WNHC-TV New Haven; WDTV Pittsburgh) $600; for the 13 non-interconnected stations $3,300; for all 34 stations $10,900.

Rate for all 34 stations for an evening half-hour is $6,540; for 20 minutes $5,450; for 15 minutes $4,360; for 10 minutes $3,815; for five minutes $2,725. These rates are in effect from 6 to 11 p.m. Monday through Friday and from 1 to 11 p.m. Saturday and Sunday. The 5-6 p.m. period Monday through Friday is billed at three-quarters of those rates, all other times at half that price.

VIDEO SET USE

May Tops September—Hooper

TV SET owners used their sets more in May than they did last September, according to a survey made by C. E. Hooper Inc. Viewers per set also rose.

Average set use in evening hours during May was found to be 66% in "old" TV set homes (where sets were owned more than a year) and 72% in "new" TV set homes (where sets were owned less than three months). In September the figures were 58% for "old" and 61% for "new" TV set homes.

Number of viewers per set in May were 4.7 in "new" and 3.8 in "old" TV homes. In September the number was approximately 4 persons in each case.

The Hooper organization stated it did not regard the difference between "new" and "old" viewing as important in September but that the widening gap between them in May was significant and was due, perhaps, to the impact of novelty factors. Rise in the overall sets-in-use figure may be due either to the month or wider program selections, it was said.

CANTOR SIGNED

For Chicago Exposition

EDDIE CANTOR will headline three stage shows daily at the second annual National Television and Electrical Living Show in Chicago from Sept. 20 to Oct. 9. His talent fee may exceed the estimated $50,000, according to Arthur M. Holland, owner of Malcolm-Howard agency, Chicago, and publicity director for the exhibition.

Mr. Cantor will be supported by characters on his radio show, a cast of variety acts and a "name" orchestra, Mr. Holland said. He termed the talent outlay "the biggest budget ever set-up by any U. S. industrial show." Contract was signed Tuesday by him and Lou Cohen of the William Morris agency, representing Mr. Cantor.

KUKLA AND OLLIE give their ok to five-year talent contract signed by their creator, Burr Tillstrom (r), with NBC in Chicago. Witnessing are Jules Herbuveaux, manager of the Central Division's TV department, and Beulah Zachary of J. Walter Thompson, producer of the puppet feature, *Kukla, Fran and Ollie*. The five-a-week half-hour show, off the air for two months, returns with a Chicago origination to NBC-TV Aug. 8.

SYLVANIA

Forms TV Tube Division

SYLVANIA Electric Products Inc. last week announced formation of a new division to specialize in the design, engineering and production of viewing tubes for video sets. W. H. Lamb, former general manufacturing manager for television tubes, will be general manager of the new division.

Mr. Lamb

Headquarters to house the new television picture tube division will be established at Seneca Falls, N. Y. Operations in plants there, at Ottawa, Ohio and Emporium, Pa., which were formerly operated by the cathode ray department of the radio division, will continue under the new division.

GE EQUIPMENT

Purchased for WMBR-TV

FLORIDA Broadcasting Co., which operates WMBR Jacksonville, has purchased complete transmitter and studio equipment from General Electric Co. for its television outlet, WMBR-TV.

Paul L. Chamberlain, manager of sales for the GE Transmitter Division, said the equipment includes a 5 kw TV transmitter, a three-bay antenna, rack of transmitter monitoring equipment, wave-form rack, film camera channel and two 16mm movie projectors.

WMBR-TV, assigned Channel 4 (66-72 mc), will be managed by Glenn Marshall Jr., secretary-treasurer of Florida Broadcasting. The firm's president, Frank King, is manager of WMBR.

AIR-COOLED TV

New Transmitter Announced

AN AIR-COOLED television transmitter having a visual power output of 5 kw and aural output of 3 kw has been introduced by Federal Telephone & Radio Corp., Clifton, N. J. The new transmitter is available in both the 54-88 and the 174-216 mc bands. It uses mid-level modulation and has "an ingenious circuit that combines the simplicity of high level with the economy of low level modulation," according to the company.

"By applying the modulation at a mid-level rf stage," the company said, "Federal has developed a transmitter with a moderate sized modulator and few non-critical tuned circuits. Furthermore, this design permits the use of standard types of air-cooled tubes in each stage."

SMPE MEETING

Closed Circuit TV Used

JOINT MEETING via closed circuit TV of the Atlantic Coast Section and the Central Section of Society of Motion Picture Engineers, New York and Chicago, June 28 will feature a demonstration of commercial film lighting techniques for video. Sponsored by the New York group, the meeting will be held at DuMont network's Adelphia Playhouse in Manhattan.

The meeting, to run from 8 to 9 p.m., will be open to society members, the press and television directors of advertising agencies.

Speakers will include E. I. Sponable, society president; D. E. Hyndman, chairman of the Theatre Television Committee; J. A. Maurer, SMPE engineering vice president, and Walter Kiernan, columnist and ABC commentator, who will be master of ceremonies.

Cooperating in the program are DuMont, stations WABD (TV) New York and WENR-TV Chicago; Gray-O'Reilly Studios, Altec Service Co., Eastman Kodak Co., and the duPont Film Division, all New York.

Tickets may be obtained from the SMPE invitation committee at 342 Madison Ave., New York.

CAMPBELL OFFICE

To Handle TV Production

MURIEL CAMPBELL, Broadway theatrical consultant, has opened a TV show production office at 347 Madison Ave., New York, for the creation of both live and filmed shows.

Miss Campbell will represent, in addition to her own package programs, three properties for the now inactive Pioneer Telefilms Co. whose officers, Ralph Cohn and Jules Bricken, have taken over the Television Department of Columbia Pictures.

RCA Victor, Camden, N. J., has annouced extension of TV set production to its Bloomington, Ind., factory.

BIRMINGHAM TV

WAFM-TV Took Air June 15

WAFM-TV Birmingham, television outlet of the Voice of Alabama Inc., owner of WAPI and WAFM (FM) Birmingham, went on the air June 15. Operating on Channel 13 (210-216 mc), the station has visual power of 26 kw and aural power of 13.6 kw.

Mr. Holt

Thad Holt is president and general manager; Ed Norton is chairman of the board, and Lionel Baxter is program director. In addition to local programs, WAFM-TV will carry network programs of CBS-TV and ABC-TV. WAPI is a basic CBS affiliate.

The new television station employs an RCA six-bay superturnstile antenna located almost 1,000 feet above Birmingham atop a four-bay pylon FM antenna on a steel tower. In addition to the RCA transmitter and film camera chain, a new type monitoring and control unit has been installed which permits automatic control, station reports. Unit was especially designed for WAFM-TV by Chief Engineers Norman S. Hurley and James L. Evans, and RCA engineers.

FOR SMART TELEVISION COMMERCIALS

1 VV RESPONSIBILITY

2 GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS

SYMBOL OF VV RESPONSIBILITY

VIDEO VARIETIES CORPORATION

OFFICE 41 E. 50th ST.
STUDIOS 510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

Telestatus

Four Months Network Gross

(Report 65)

THE FOUR TV networks sold $2,561,438 worth of time (at gross rates) to 61 advertisers during the first four months of 1949, according to data released last week to BROADCASTING by Publishers Information Bureau.

Advertising of radios, phonographs, video sets and musical instruments was the top product class in expenditures for network video time, with a gross billing of $651,138 for the January-April period. RCA was the top individual purchaser of video network time with gross time billings of $259,020 for its *Kukla, Fran & Ollie* program, telecast five half-hours a week on NBC-TV to advertise the sponsor's radios, phonographs and TV sets.

J. Walter Thompon Co. placed more TV network business during the first four months of 1949 than any other agency, measured by gross time purchases, which amounted to $439,906 for this agency's clients. In addition to RCA, advertisers whose video network programs were placed by the Thompson organization include P. Ballantine & Sons, New York (beer); Ford Dealers Assn., New York; National Dairy Products Corp., Chicago (Kraft foods); Scott Towel Co., New York (paper towels); Textron Inc., New York (wearing apparel), and Wine Advisory Board, New York (domestic wines).

The top 10 TV network advertisers for the four months are listed in Table I, the five agencies with the largest TV network billings in Table II. Table III shows the rank order of the 10 leading advertisers for each month, January through April, as well as for the four-month period.

The product group breakdown (Table IV) shows tobacco advertising in second place, following the leading class of radio and TV products, with gross time billings of $594,304 for the four months. Third is food advertising, $226,957. Automotive expenditures were fourth, $204,823, and gasoline and oil fifth, $180,445.

The second five product groups according to TV network time billings are: Toiletries, sixth, $169,339; apparel, seventh, $141,607; household equipment, eighth, $107,920; household furnishings, ninth, $103,740; beers and wines, tenth, $80,711.

This rank order is quite different from that of the top AM network advertising categories for the same four months. PIB data on the types of AM network clients [BROADCASTING, June 20] showed the following top 10 categories, the TV rank of each being shown in parenthesis:

1. Food (3); 2. toiletries (6); 3. smoking materials (2); 4. soaps and cleansers (12); 5. drugs (15); 6. household equipment (8); 7. automotive (4); 8. confectionery and soft drinks (11); 9. gas and oil (5); 10. insurance (no TV network advertising in this class).

Following its initial report on TV network advertising covering the first four months of this year, PIB plans to issue similar reports quarterly for the present, stepping up to a monthly release schedule when the volume of and the demand for this information warrant such a move. By special arrangement with PIB, BROADCASTING will publish summaries of the TV reports when they appear as for some time BROADCASTING has summarized the monthly PIB reports on AM network advertising.

* * *

TABLE I

LEADING TV NETWORK ADVERTISERS

Jan.-April 1949

(PIB Figures)

1. RCA	$259,020
2. R. J. Reynolds	256,889
3. Admiral Corp.	164,062
4. Liggett & Myers	147,190
5. Philco Corp.	110,200
6. Texas Co.	93,650
7. P. Lorillard Co.	86,665
8. General Motors	86,195
9. A. B. DuMont Labs	85,326
10. P. Ballentine	73,151

TABLE II

AGENCIES WITH TOP TV NETWORK BILLINGS

(PIB Figures)

1. J. Walter Thompson Co.	$439,906
2. William Estey & Co.	302,039
3. Kudner Agency	259,842
4. Young & Rubicam	248,405
5. Newell-Emmett	147,190

TABLE III

Leading TV Network Advertisers by Rank Order
(PIB Figures)

	4-month	Jan.	Feb.	March	April
RCA	1	2	4	1	1
R. J. Reynolds	2	1	1	2	3
Admiral Corp.	3	7	2	3	2
Liggett & Myers	4	4	3	4	4
Philco Corp.	5	3	5	6	19
Texas Co.	6	14	6	5	5
P. Lorillard Co.	7	6	9	12	10
General Motors Corp.	8	5	12	9	7
A. B. DuMont Labs	9	9	7	7	8
P. Ballantine	10	12	8	10	18
Gulf Oil Corp.	11	11	11	8	13
General Foods Corp.	12	10	14	14	6
American Tobacco Co.	14	15	10	15	9
Colgate-Palmolive-Peet	17	8	16	18	12

TABLE IV

TV Network Billings by Product Groups
(PIB Figures)

	Jan.	Feb.	Mar.	Apr.	Total
Agriculture	$ —	$ —	$ —	$ —	$ —
Apparel, Footwear & Accessories	20,273	33,244	43,038	45,412	141,607
Automotive, Automotive Accessories & Equipment	32,405	30,300	50,050	92,073	204,823
Aviation, Aviation Accessories & Equip.	—	—	—	—	—
Beer, Wine & Liquor	11,254	22,508	26,708	20,241	80,711
Building Material, Equipment & Fixtures	—	—	—	—	—
Confectionary & Soft Drinks	3,285	4,380	4,580	12,514	24,759
Consumer Serv.	—	—	5,800	6,240	12,040
Drugs & Remedies	3,360	840	3,000	2,400	9,600
Entertainment & Amusements	—	—	—	—	—
Food & Food Products	33,660	55,616	67,568	70,113	226,957
Gasoline, Lubricants & Other Fuels	21,480	51,880	57,850	49,235	180,445
Horticulture	—	—	—	—	—
Household Equipment & Supplies	8,780	27,560	31,720	39,860	107,920
Household Furnishings	10,800	15,240	33,780	36,720	103,740
Insurance	—	—	—	—	—
Industrial Materials	—	—	2,583	3,354	5,937
Jewelry, Optical Goods & Cameras	—	—	—	1,088	1,088
Office Equipment & Stationery	—	—	—	—	—
Publishing & Media	—	—	—	—	—
Radios, Phonographs, Musical Instruments, Television & Access.	123,820	131,170	207,277	188,871	651,138
Retail Stores	—	—	—	—	—
Smoking Materials	110,305	148,433	185,286	150,280	594,304
Soaps, Polishes & Cleansers	5,760	5,760	7,200	5,760	24,480
Sporting Equipment & Toys	4,080	2,520	4,580	5,725	15,345
Toiletries & Toilet Goods	32,583	36,914	41,589	58,253	169,339
Transportation, Travel & Resorts	—	—	—	—	—
Miscellaneous	—	5,680	—	—	5,680
Total	$423,285	$576,805	$773,209	$788,139	
Grand Total					$2,561,438

TV CONTRACTS

Actors' Equity Plans Query

ACTORS' EQUITY last week announced it would begin seeking information from its members as to what provisions should be sought in contracts between television performers and management.

In doing so, the union was assuming that the 4A's Television Authority, which is in the blueprint stage, will become a reality very soon. Any information Equity collects will be turned over to the Authority.

Projected to be the one big union for TV talent, the Authority could spring into being shortly after a meeting July 18 of the 4A's international board, if that parent organization approves.

Against the eventuality the Authority will be a-borning, the Equity council decided Equity members should begin considering what scales and conditions the Authority should seek when it begins bargaining.

The Authority is to be another permanent organization of the Associated Actors and Artistes of America. Its original financing is to be supplied by branches of the 4A's as follows: AFRA and Actors' Equity each $100,000; Chorus Equity, $25,000; American Guild of Musical Artists, $5,000, and American Guild of Variety Artists "to the best of its ability." An effort will be made to include Screen Actors Guild on the West Coast in the Authority in some way, with that organization making a $100,000 contribution.

Sets by Cities List

SURVEY of television set distributors in the Lancaster, Pa., area shows 8,497 receivers as of June 5, according to WGAL-TV Lancaster which conducted the survey. BROADCASTING June 20 incorrectly listed the Lancaster set figure as 3,100, the set count for the previous month. The 8,497 figure was erroneously credited to Wilmington, Del. The WGAL-TV survey covers the entire counties of Lancaster, York, Berks and Lebanon, station reports. Also in the same listing, Schenectady was given a 1,154 set ownership figure. Actually, this was not a total count, but represented the increase in sets over the previous month's total of 22,300.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

More results on WMAR-TV in Maryland!

SERIES NUMBER 4

TV Success Story

Submitted by

AMERICAN BREWERY, INC.

1700 N. Gay St.

We at the American Brewery have been able to judge the results we have received from the use of WMAR-TV and attribute to WMAR-TV a goodly portion of the increase in the sales of our product. Recognizing the importance of this new medium in advertising we have increased our appropriation in television from time to time. The actual picturization to many thousands of Marylanders enjoying the benefits of television, plus a few dynamic words, we feel not only attracts but compels the attention of the ultimate consumer to our product. Through the use of television we are best able to impart our message to the eyes and ears of the public.

R. LEITER FITZSIMONS

☆

The television advertising referred to above was placed by

ELMER D. FREE
Radio & Television Advertising
5 West Preston St.

TV Success Story

Submitted by

NORTHCOOL SUMMER SUITS

Manufactured by
A. SAGNER'S SON, INC.
405 W. Redwood St.

The reports that we have received from both the public and the men's stores that sell NORTHCOOL prove that our programming on WMAR has been very effective.
To date, in addition to many spot announcements, we have sponsored the Police Boys' Clubs Boxing Matches, the Pimlico Races and Preakness, and the re-televising of these races on film at night over an entire network. The impact of this consistent and continuous advertising on WMAR is recognized by our retail dealers who feel that it is contributing greatly to the tremendous demand for NORTHCOOL SUMMER SUITS.
I would like to compliment WMAR for an excellent job in televising our complete network show. It was a big and complicated job to handle and our Advertising Agency has informed me that every one of your departments was most cooperative and eager to serve us.

Stanley Sagner

☆

The television advertising referred to above was placed by

I. A. Goldman & Co.
Advertising Agency
7 St. Paul St.
Baltimore 2, Maryland

TV Success Story

Submitted by

J. NORMAN GEIPE VAN LINES

In the thirty-three years that J. Norman Geipe Van Lines, Inc., has operated in Baltimore, we have found our television spot on WMAR-TV to be the most productive medium of advertising we have ever used. We are in the position of being able to directly trace the source of our business and have found that our WMAR-TV spot has delivered the goods time and again.

John W. Geipe

☆

The television advertising referred to above was produced and placed by

Courtland D. Ferguson
Incorporated
525 North Charles

TV Success Story

Submitted by

Baltimore Window Shade & Awning Co.
413 W. Mulberry

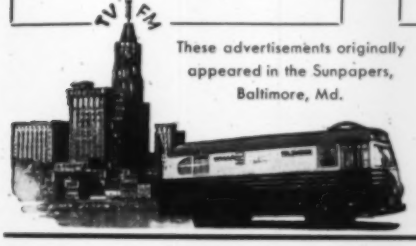
Our Miss Evans is a pretty busy young lady . . . thanks to WMAR-TV. Once a week we tell WMAR-TV viewers about our awnings, window shades, and Venetian Blinds. And then we inform them they can get a FREE ESTIMATE if they "call Miss Evans at Lexington 4711." It's astonishing how one minute of advertising can keep Miss Evans busy answering phones for an entire week. Our thanks to WMAR-TV for doing such a super selling job.

Clifton A. Rau

☆

The television advertising referred to above was placed by

HARRISON-PITT Incorporated ADVERTISING
334 St. Paul St.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Film Report

RUDOLPH POLK, former music director of Enterprise, and **Bernard Luber**, formerly of Paramount and now executive of **Nassour Studios**, Hollywood, have announced formation of production company starring musical and ballet figures to make series of twenty-six minute films for TV, as well as 16mm and theatrical distribution. New company, Mr. Luber says, has signed contracts with Artur Rubinstein, Marian Anderson, Don Cossack Choir and many other artists. Films are not committed to any television network or sponsor but complete financing has been obtained and some artists will participate in both investments and profits, Mr. Luber states. Production scheduled to start in August. . . . Exclusive two-year United States television rights have been obtained by WPIX(TV) New York to 13 motion pictures. In group are "Pygmalion" and "Major Barbara," two George Bernard Shaw pictures, first of his to be released for video. Other films include "A Star is Born," with Janet Gaynor and several Charles Laughton pictures. To begin next month on WPIX films will be offered by syndication to other TV stations.

A GREAT TV FILM BUY!
CUSTOM MADE
ONE MINUTE
TELEVISION
FILM
FOR ONLY
$150.00
35 MM
16 MM
Additional prints at low cost!
Price Includes
• Artful production
• Animated tricky titles
• Effective illustrations
• Sound on film (consists of off-screen voice and music)
★
Quickest service from America's leading producer of spot message Motion Pictures for over 30 years
Save Time - Save Money
Write or Phone . . . .
Filmack Trailer Co.
1327 S. Wabash Ave . . . CHICAGO

WGN-TV Chicago has bought rights to series.

Roach and Beaudette Enterprises, Los Angeles, producing series of five one-minute color films for television and theatre for **French Sardine Co.**, San Pedro, for national distribution . . . **IMPPRO Inc.**, Los Angeles, preparing 40 one-minute commercials for **Swiss-American Cheese Co.**, same city. Films will be shown on Los Angeles TV stations starting about August, and later, extended to markets in 11 western states. . . . **Lewyt Corp.** (vacuum cleaners) has completed first series of demonstration shorts for television. Series being offered firm's 7,000 dealers on cooperative basis says **Donald B. Smith**, Lewyt advertising and sales promotion manager. Films were prepared by **Audio Productions**, New York.

Vogue-Wright Studios, Chicago, doing four one-minute and four 20-second spots for **Keeley Brewing Co.**, Chicago (beer). Action: live; agency: **Schwimmer & Scott**. . . . **Atlas Agency**, Oak Park, Ill., has completed two series of one-minute spots for **J. Walter Thompson Co.**, included are three for **Amino Products Division** of International Minerals and Chemcial Corp., Chicago, and two for **Swift & Co.'s** peanut butter.

Caston Productions, Los Angeles, preparing TV film commercials for **Howard Automobile Co.**, Buick dealer, for its new *Teleword* show. Commercials to be 30 second opening and closing and one-minute middle spots. Agency: **Edwards Agency**, same city. . . . **W. A. Zimmerman**, former managing director of now defunct Television Advertising Productions, has organized **TRI-Z-FILMS** at 360 N. Michigan Ave., Chicago. Firm will specialize in production of sound and silent film for TV. Mr. Zimmerman also expects to package live shows.

India, first in series *The World Dances* in production at **Regency Productions Inc.**, New York. Comprising two films, ten-minute *Fable of the Peacock* and four-minute *The Flower Girl*, they are currently being offered for television, school and theatre distribution. In color and black and white. . . . **Wilding Picture Productions**, Chicago, has completed series of six one-minute live-action shorts featuring *Johnny and Lucille* and Futuramic Mechanics quartet. Same firm in Los Angeles preparing 14 one-minute film commercials for **Parker Pen Co.** for national distribution. Agency: **J. Walter Thompson**. Same number of filmed commercials being made for **Oldsmobile Division, General Motors** for national campaign. Agency: **D. P. Brothers Co.**, Detroit.

Sixty-second spots made by **Sarra**, Chicago, for **Amion** (tooth powder) are being telecast on DuMont's *Cavalcade of Stars*. Sponsor **J. B. Roerig and Co.**, production supervised by **George Bantin**, advertising manager for Amion. Sarra's film, *Human Factors in Safety*, has been commended by **National Safety Council**. This is sixth time that firm's films have been cited by Council.

Telenews—INS newsreel service goes into more video markets. Subscribers include WFIL-TV Philadelphia; WBRC-TV Birmingham; WOW-TV Omaha (sometime near Sept. 1) and WMAR-TV Baltimore. . . . **Foote, Cone and Belding** preparing trailer commercials for **RKO's** "Outlaw" and Argosy Pictures' "She Wore a Yellow Ribbon." Argosy has just completed three one-minute spots for "Mighty Joe Young." In all cases spots will coincide with picture releases in TV cities. . . . **Video Plays Inc.**, Hollywood, has started production of second thirteen weeks series of *The Mystic Magic Club*, 25 minute open-end films, aimed at national sponsorship. . . . **Better Brands of Illinois Inc.**, Chicago, distributor of Miller High Life Beer, is sponsoring PROJECTALL, with weather, news, pictures and time on WNBQ (TV) Chicago for 13 weeks. Agency: **Frank C. Nasher**. . . . **D. A. Lord Assoc.**, New York TV package producers will occupy offices at 17 East 48th St., new phone number is PLaza 5-1127.

WOW-TV PLANS

Programming by Sept. 1

WOW-TV Omaha will start programming Sept. 1 and test patterns will be telecast about mid-July, John J. Gillin, president and general manager of WOW Inc., announced last week. WOW-TV is assigned Channel 6 (82-88 mc).

The station and the Omaha Electrical Council started a television preview in the Greyhound bus depot, Omaha, June 13. Eleven makes of receivers—30 TV sets in all—have been set up in the depot, and five shows are presented daily. Tickets are made available free through Omaha electrical appliance dealers.

PAUL PEREZ

Forms Video Firm

FORMATION of Paul Perez Productions, New York, as a separate TV producing company was announced last week by Mr. Perez, director of TV sales for Cinemart Inc., New York.

Mr. Perez is associated with Varian Fry, Cinemart president and executive producer, in some productions currently planned, and with Sidney Ascher, Cinemart's press agent, in others. First production, *Frankly Spooking*, starring Joan Brandon, is said to be under consideration by a New York advertising agency for sponsorship by a household products firm.

EDGAR BERGEN (center), comedian-ventriloquist, announces plans to do a once-a-month show on KTTV (TV) Hollywood, Calif., starting in October. Announcement was made during *Hollywood in Three Dimensions* show on KTTV. Extending congratulations are Mal Boyd (l), Television Producers Assn. president, who is featured on *Three Dimensions*, and Hal Hudson, KTTV program director.

SEATTLE FILMS

Ad Club Gives Awards

TELEVISION and industrial films selected as the season's best were honored with awards during a meeting of the Seattle Advertising and Sales Club.

Winners among the video commercial shorts were "Demings Sirloin Salmon," produced by Stevens - Thompson Productions Inc., for Honig-Cooper Agency, and "Marching Bottles," produced by Criterion Films Inc., for Sicks' Select Beer, handled by Western Advertising Agency.

"Falling Timber," a ten-minute color film with narration, won the nod as "best all around film production." It was produced by Rarig Motion Pictures for a group of loggers associations in the Pacific Northwest. Other first-place winners in various categories were:

Industrial process films—"Miracle of Milk," produced by Western Screen Adv. Inc. for American Dairy Assn. in cooperation with Washington State Dairy Assn.

Indoctrination films—"From Many, One," produced by Korry Film Productions for the Western Conference of Teamsters.

Public relations films—"They Never Stop Trying," produced by Western Screen Adv. Inc. for the "Seattle Post-Intelligencer."

"In the opinion of the judges," according to A. L. Brock, general chairman of the Ad Club's second annual awards competition, "it should be called to the attention of the entire business community that Seattle producers, working with talent and technical equipment available in the city of Seattle, have produced and are capable of continuing to produce films either for orthodox film use or for television broadcasting which are far superior to the generally accepted national standards."

Camels' Video Buy

R. J. REYNOLDS Tobacco Co. (Camel cigarettes), through William Esty Co., New York, has bought the Friday night 8:30-9 p.m. time on CBS-TV effective Oct. 7. A detective series, created by William Esty & Co., will be presented in that period.

TV FILM & PRODUCTION SERVICES

ABT PRODUCTIONS, INC.

SPOTS, COMMERCIALS, ENTERTAINMENT
MOTION PICTURES FOR TELEVISION
SHORTS, FEATURETTES, FEATURES

PRODUCERS OF THE FAMOUS
ALBUM OF SONG SERIES

460 WEST 54th STREET
NEW YORK, N. Y.
COLUMBUS 5-7200

AMERICAN TELEVISION, INC.

VIDEO COMIC STRIPS
"Bob Sterling, American Ranger"
13 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSCRIPTION
LOW COST • WRITE TODAY
5050 BROADWAY, CHICAGO, 40

V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials
Representing Talent of Distinction
562 FIFTH AVE., NEW YORK
LUXEMBERG 2-1040

BRAY STUDIOS, INC.

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Management

A. G. BELLE ISLE, chief engineer at WSYR Syracuse, N. Y., for past 17 years, has been appointed vice president of station. His appointment marked his 21st anniversary as member of WSYR staff. Mr. Belle Isle will continue in charge of AM, FM and TV engineering. He also is a director of WINR Binghamton, N. Y., and represents second district as member of Engineering Committee of NAB.

TED HALL, formerly sales executive at KXOA Sacramento, Calif., has been named manager of KXOC, new CBS station now under construction at Chico, Calif. Further appointments to new staff, according to **LINCOLN DELLAR**, president of station, include **NEIL McINTYRE**, program director, and **FRED B. BLACKBURN**, chief engineer.

Mr. Hall

FLORENCE BALLOU ROBINSON, assistant manager and program director of WICC Bridgeport, Conn., has resigned effective end of this month. She will devote her time to freelance commercial radio writing.

CHARLES R. DUVALL, formerly commercial manager of WJPA Washington, Pa., has joined WESA Charleroi, Pa., as manager. **JOHN KARABIN** has resigned as station manager of WESA to take extended vacation to West Coast. **HENRY NIEDERKOFLER**, chief engineer at WESA, has been promoted to assistant manager.

MAURICE B. MITCHELL, director of Broadcast Advertising Bureau of NAB, is author of an article, "Radio Is Local Business," which appeared in June issue of *Sales Story*, merchandising digest.

HAAN J. TYLER, manager of KFI-TV Los Angeles, was elected first vice president of Los Angeles Advertising Club at recent meeting.

AMON G. CARTER, president of Carter Publications Inc., which operates WBAP Fort Worth and its TV and FM units, has been elected president of the Fort Worth Club for 30th consecutive term.

ROY F. THOMPSON, owner and general manager of Thompson Broadcasting Co., licensee of WRTA Altoona, Pa., has been named general chairman and president of Altoona Centennial Fund Inc. Fund is to raise money for city's 100th anniversary celebration Aug. 7-14.

ROBERT C. FEHLMAN, manager of WHBC Canton, Ohio, has been elected president of Canton Ad Club for one year term.

JOHN L. MERDIAN, general manager and member of board of WPIT Inc., licensee of WPIT and WPIT-FM Pittsburgh, has also been appointed vice president of WPIT Inc.

Mr. Merdian

PAUL C. BRINES, assistant manager of WGN Chicago, is taking leave of absence during summer to return to his home in southern Illinois. **BRUCE DENNIS** moves from program department to replace Mr. Brines. **TOM ELVIDGE** of continuity staff succeeds Mr. Dennis as assistant program director.

EDWARD W. SCUDDER Jr., WNJR Newark president, is the father of a boy, Edward 3d.

RADIO PIONEERS

Name Committee Chairmen

BMI President Carl Haverlin has been appointed membership committee chairman for Radio Pioneers Club, William S. Hedges, club president and NBC vice president, announced last Wednesday.

Other committee chairmanships have been assigned by the organization of veteran radiomen, as follows:

Paul W. Morency, vice president and general manager of WTIC Hartford, as admissions committee chairman; Robert P. Myers, NBC assistant general attorney, chairman, constitution and by-laws committee; Charles Hodges, New York U., historical records committee chairman, with Orrin Dunlap, RCA, as vice chairman. Joseph Barnett, New York talent agent, will head the program and annual banquet committee.

Vice chairman of the membership committee, serving with Mr. Haverlin, is John J. Gillin Jr., president of WOW Inc., Omaha, and Frank Mullen, club's vice president and recent president of the Goodwill Stations, will head membership activity on the West Coast.

Other membership committee members are:

H. N. Stovin, Toronto; William Fay, WHAM Rochester, N. Y.; Campbell Arnoux, WTAR Norfolk, Va.; Edgar Bill, WMBD Peoria; Arthur Church, KMBC Kansas City, Mo.; Stanley Barnett, WOOD Grand Rapids; J. Leslie Fox, Los Angeles; H. W. Slavick, WMC Memphis, Tenn.; Dwight Myer, Westinghouse Radio Stations Inc., Philadelphia; A. W. (Sen) Kaney, NBC Chicago; Quincy Brackett, WSPR Springfield, Mass.; Hugh Feltis, KING Seattle; Herbert Akerberg, CBS vice president.

KEN DYKE

Confirmed for Y&R Post

ANNOUNCEMENT of the appointment of Ken R. Dyke, former administrative vice president of NBC, as vice president in charge of public relations and publicity of Young & Rubicam [BROADCASTING, June 20] was made last week by Sigurd S. Larmon, the agency's president.

Mr. Dyke's appointment is effective "about" Aug. 1, the announcement said. The position is a new one in the agency and no changes in the present composition of the agency's public relations and publicity department are contemplated.

New Grove Product

GROVE LABS, St. Louis, has acquired the rights to manufacture and sell Pfunder's Antacid Tablets from the estate of F. H. Pfunder of Minneapolis. This marked the second major purchase for Groves within a fortnight. The firm recently bought the F. W. Fitch business. Harry B. Cohen Adv. Co., New York, will handle the advertising for Pfunder's Tablets as well as the Fitch and Grove products.

H. H. DUNAVAN

Lone Star General Manager

HOWARD H. (Pat) DUNAVAN, for the past four years sales manager of WEBC Duluth and the Arrowhead Network, has been appointed general manager of the Lone Star Chain, comprising 16 Texas stations.

Mr. Dunavan

Appointment, effective June 13, was announced by Harold Hough, president of LSC and chairman of the chain's operating committee. Mr. Hough is director of WBAP Fort Worth.

Mr. Dunavan's duties will include managing station relations for the chain, supervision of special events programs and handling of commercial accounts. Headquarters are at 1714 M & W Tower Bldg., Dallas.

Beginning in radio 12 years ago as an announcer on WWAE Hammond, Ind., Mr. Dunavan later did freelance news work in Chicago and subsequently served as night program manager for the old Blue Network's Central Division.

He was personnel director for Kaiser Shipyards in the Midwest during the war.

Dr. Reed Elected

DR. VERGIL D. REED, associate director of research of J. Walter Thompson Co., was elected president of the Market Research Council last week. Other new officers are: Vice president, Dr. Franklin R. Cawl, director of marketing and research, Kudner Agency; secretary-treasurer, Lloyd H. Hall, president of the Lloyd H. Hall Co.; committee member at large, Nelson H. Seubert, marketing counselor, Standard Oil Co. of New Jersey.

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Respects

(Continued from page 34)

Thalhimer chain store there. Mr. Whitlock was to advise him on the store's problems relating to its appliance and radio division. Mr. Whitlock paid the Queen City a visit, then decided to return to the beach via Richmond where he called on a few friends.

Events proved that Mr. Whitlock went out of his way, literally speaking, to get into the broadcasting field. It happened this way: In Richmond he called on the advertising manager of the *News Leader*. After leaving him he ran into two other friends who told him to call the ad manager back. Result was another get together. The conversation was short and pointed.

The ad manager told Mr. Whitlock: "I have been thinking, and am sure you and your family would not be happy anywhere except in Richmond."

Said Mr. Whitlock: "That may be true, but I have got to make a living."

Replied the ad manager: "Go on over to the radio station—they need a sales manager over there." WRNL did, Mr. Whitlock did—and three weeks later he was on the job. That was in August 1938 when WRNL was a daytime independent operating on 880 kc with 500 w and sledding tough financial ground. Following year Mr. Whitlock was asked to take over the reins of general manager. Since then the growth of WRNL has been rapid.

Staff More Than Doubles

In 1939 the station employed 21 people. Today, its staff numbers 52 regular and 28 on a talent basis. At that time, also, WRNL competed in Richmond with three network stations, and its owners nursed a watered-down hope of getting out of the red. But the station grew. In September 1940 it increased power to 1 kw and fulltime operation, and eased into the black, but still faced a large operating deficit.

During that year WRNL became affiliated with NBC's Blue Network facet, and the Richmond *News Leader* and *Times Dispatch* merged, the latter deleting its WRTD.

January 1942 marked another power increase—to 5 kw non-directional daytime and directional nighttime. Last August WRNL added FM facilities (50 kw), duplicating AM programs.

WRNL is owned by the Richmond Radio Corp., whose president, Tennant Bryan, is also president and publisher of Richmond Newspapers Inc. Today the station is an ABC affiliate, operating on 910 kc with 5 kw.

Mr. Whitlock confesses his enthusiasms and energies are all wrapped up in WRNL's facilities which "today are the results of a dreamed ambition of 10 years ago —to build and build until we had the finest."

WRNL's new Radio Center is the case in point. It is a four-story structure with foundation and service facilities designed actually for seven floors. The ground floor consists of a theatre studio, seating 245 persons, and is equipped for telecasting as well as radio broadcasting. Acclaimed one of the best lighted studios in the country, it is also equipped for motion pictures.

Five studios fill out the second floor—one TV, two control rooms, a master control room and recording studio, plus technical maintenance and newsrooms and the music library. Other offices serve to house the chief engineer, program director and production manager, and announcers. Go up another floor and you'll find the continuity department, traffic, publicity, women's commentator, clients' lounge (sales audition), sales and accounting offices, sales and station managers, and telephone room.

Plans for Video

WRNL houses its FM transmitter on the fourth floor, with additional space laid out for the eminent arrival, video. Included are rooms for the TV transmitter, control setup, announcers' booth and production. Part of the floor is rented out to Kellogg Sales Co. and Metropolitan Life Insurance Co.

Richmond's Radio Center, constructed at a cost of $1,125,000, had its formal coming-out party only last March 31, with FCC Comr. Paul Walker and others on hand to take part in the ceremonies.

All in all, the Center is also an architect's dream, faced on the ground level with polished agate granite and trimmed with coral-colored Briar Hill sandstone.

The dream is not yet a reality. At present final fruition awaits FCC's opening its TV deep freeze. WRNL has had a television application on file with the Commission since January 1948.

Mr. Whitlock says he's "so entrenched in this radio shack" that he's apt to forget proud mention of the fact he is married and has three children. He wedded the former Mary Elsie Robertson. Their eldest—Betty Jane—is married and lives in California. A son—Edward S. Jr., 22, a World War II veteran—is attending the U. of Richmond. Baby daughter of the family is Mickey, 16.

Mr. Whitlock, past president of the Virginia Assn. of Broadcasters, is a member of various civic and fraternal organizations, including both the Virginia State and Richmond Chambers of Commerce. The list includes: Past president of the Richmond Lions Club, state chairman of the Lions Club for the Friendship Train and French Merci Train events, and member of the Saints & Sinners Club, Richmond Sales Executive Club, Richmond Sales Representative Club and National Federation of Sales Executives Club.

Mr. Whitlock's favorite sport is fishing.

AFTER a year's absence Bailey Goss (seated, l), National Brewing Co. sportscaster, returns to WBAL Baltimore July 1 with his *National Sports Parade*, Mon.-Sat., 6:05-6:15 p.m. Completing arrangements for the series are (l to r): Standing—Patrick Roche, sales manager, National Brewing; James M. Kennedy, WBAL account executive, and Norman S. Almony, advertising manager, National Brewing; seated—Mr. Goss; Jerold E. Hoffberger, brewing firm's president, and Harold C. Burke, WBAL general manager.

'IDEA TIME'

KCUL Has New Program Plan

KCUL Fort Worth, Tex., will take air early in July with 5 kw on 1540 kc, with what station reports as new era in programming procedure.

Among the innovations announced by Pat Goolsby, program manager, is that each commercial message will be a program in its own right, with the entire emphasis on writing and production. "The days of the 50 word spot are gone," Mr. Goolsby says. "We propose to substitute an advertising idea." Station reports that the idea has received enthusiastic reception from Fort Worth advertisers, who are reserving "idea time" well in advance of air time.

WGAY CHARGE

Clears 'Dominating'

CHARGE that the Clear Channel Broadcasting Service stations seek to "dominate the radio spectrum to the disadvantage of the low power local stations" was made before FCC last week by WGAY Silver Spring, Md., in its effort to secure fulltime operation on 1050 kc.

WGAY a fortnight ago filed for 500 w nighttime operation on the Mexican I-A channel on which it presently operates daytime with 1 kw [BROADCASTING, May 30]. WGAY claimed that the North American Regional Broadcasting Agreement and the "gentlemen's agreement" with Mexico had expired and therefore there was no restriction on the proposed operation.

The Clear Channel group promptly filed a petition in opposition to the WGAY proposal and alleged that the international agreement itself was not dated although NARBA was. CCBS also said the U. S. and Mexico had agreed to extend the provisions of the agreement until the forthcoming conference to revise NARBA. The "gentlemen's agreement" provides that the U. S. would not assign other than daytime only stations on certain Mexican I-A channels.

WGAY made the monoply charge in its petition to FCC last week answering the CCBS opposition. The metropolition Washington station said the CCBS statement was "a crude distortion of facts."

UAW STATION

WCUO (FM) Starts June 29

WCUO (FM), United Automobile Workers (CIO) station in Cleveland, will begin programming June 29, Ralph M. Wallace, station manager, announced last week.

Hour-long inaugural show will feature Walter Reuther, UAW leader; Frank De Vol's orchestra under the direction of Jack Pollack; Phil MacGregor, baritone, and Lynn Sheldon as m. c. A party for radio and press will be held in the WCUO studios, 4-6 p.m., on the inaugural day.

WCUO will be on Channel 277 (103.3 mc). Its executive staff, in addition to Mr. Wallace, includes William B. Hull, chief engineer; William Watts, program director, and George Folts, sales manager.

L. A. Publicity Club

GEORGE JOHNSON of J. Walter Thompson Co., Los Angeles publicity staff, has been elected president of Publicity Club of Los Angeles for year's term.

Other officers elected include Harriet Crouse of MBS, Hollywood, first vice president; Gene Gach, KFWB Los Angeles, second vice president; Chester Miller, Douglas Aircraft Co., treasurer; Jane Turner, freelance publicist, secretary. Elected to three year terms on board of directors were Frank Rand, Children's Home Society; Ralph W. Myers, Carl Byoir & Assoc.; Robert Z. Hall. Burns Lee, retiring president, was elected to fill incompleted two year term vacated by Hicks Coney, resigned.

Commercial

WILL UNION has been appointed commercial manager of WVAM Altoona, Pa. He formerly was commercial manager of WSAY Rochester, N. Y.

CARL HECHT has joined commercial staff at WAAM (TV) Baltimore.

GEORGE KLAYER and EDWARD BUNKER have joined CBS-TV sales staff as account executives. Mr. Klayer moves from Radio Sales, and Mr. Bunker formerly was with ABC sales.

TED EWERS has joined sales staff of WHBC Canton, Ohio.

RAY OVINGTON, formerly television director of Bermingham, Castleman & Pierce, New York agency, has joined WEIM Fitchburg, Mass., as commercial manager.

ED NELSON has joined KMPC Hollywood as account executive. Mr. Nelson formerly worked in similar capacity with KGFJ Los Angeles, KOWL Santa Monica and KYA San Francisco.

HERBERT FLAIG, formerly with sales staff of WLW Cincinnati, has joined sales force of WCPO-TV, scheduled to take air in Cincinnati in few weeks.

ETHEL BELL MACK, formerly radio director, Bishop & Assoc., Los Angeles, and previously executive secretary of Southern Calif. Broadcasters Assn., has joined KOWL Santa Monica, Calif., as account executive.

WILLIAM L. RAMBO, formerly account executive with KMPC Hollywood, has joined KLAC, that city, in same capacity.

STEPHEN A. LYNCH Jr., former general manager of Fine Cars Inc., New York distributor of Crosley automobiles, will join ABC on July 18 as account executive in network's sales department. Mr. Lynch was previously president of Greater Miami Hotel Assn., and manager of Miami's Towers Hotel.

CARL DOZER, sales manager of WCAE Pittsburgh, was elected president of Pittsburgh Advertising Club. ERNEST T. GILES, vice president of Ketchum, MacLeod & Grove, advertising agency, Pittsburgh, was elected vice president.

HARRY T. CLEVELAND and JESSE R. KELLEY have joined sales department of WHAY New Britain, Conn. Mr. Cleveland formerly was with WCCC Hartford, and Mr. Kelley was with WONS, same city.

VIRGIN ISLANDS

Low Power Plan Out

ORDER was adopted by FCC last week to vacate its earlier proposal that low power AM stations be permitted in the Virgin Islands. Changes in the Commission's rules and technical standards would have been involved.

The Commission pointed out that at the time the proposal was made there was only one pending application to provide a local station in the Virgin Islands and that it appeared that such service was desirable [BROADCASTING, March 28, April 25]. It was explained further that it appeared necessary to allow waivers of FCC's technical requirements in certain respects in order to make such an operation economically feasible.

The Commission explained that since notice of the proposal there have been two more applications filed, both of which would operate within the provisions of the Commission's rules and standards. Further, objections also had been filed by NAB and the International Brotherhood of Electrical Workers.

The initial application had been filed by William N. Greer, consulting radio engineer at San Juan, P.R., seeking a new AM station at Charlotte Amalie on 1340 kc with power of 50 w. Other new applications are by John W. Boler, 54% owner of KSJB Jamestown, N. D., seeking 250 w fulltime on 1090 kc, and by Radio American West Indies, 250 w fulltime on 1260 kc. Latter is headed by Edward M. Vickers, chief engineer of WVCG Coral Gables, Fla.

WLW 'TASK FORCE'

To Confer Thrice Yearly

"TASK FORCE" sales meetings to be held thrice yearly will replace annual sales conferences at WLW Cincinnati, Harry Mason Smith, vice president and sales manager of Crosley Broadcasting Corp., licensee of station, has announced. Under the new arrangement, key headquarters sales, programming and promotion personnel will travel from Cincinnati to New York and Chicago for conferences with WLW sales representatives in those cities. The meetings will be held in March, June and October.

Previously, WLW's New York and Chicago sales forces joined with the Cincinnati staff at the home office for an extended conference each January. "The new setup," Mr. Smith said, "will make possible more individualized discussion of accounts processed out of Chicago and New York. We feel that specialized problems can be worked out better by frequent conferences in the cities where they exist than they can at the more generalized annual meeting in Cincinnati."

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News

OSCAR ALAGOOD, formerly with WNAD Norman, Okla., has joined promotion staff of WKY Oklahoma City, as public service director.

ED GLACKEN, former Syracuse U. star athlete, has joined WKRT Cortland, N. Y., as director of news and sports. He replaces ERNIE GREUP, who has resigned for health reasons.

ART HEDGES has joined news staff of WMTR Morristown, N. J. He will act as news announcer and county reporter.

BILL McSHERRY, ABC news writer, is the father of a girl.

TIM O'SULLIVAN has been appointed to news staff of WIBC Indianapolis.

LAWSON McCALL, newscaster at KEX Portland, Ore., has been appointed administrative assistant to Oregon's Gov. Douglas McKay, effective July 1.

CLARENCE ALLEN has been appointed special events director at WEBR Buffalo. Mr. Allen is well known among sportsmen for his *Outdoorsman* program.

LAYNE BEATY, farm editor of WBAP Fort Worth, is father of a boy, William Barton.

EDWARD G. SHERIDAN Jr., formerly with WOSU, Ohio State U. station, has joined news staff of WPAY and WPAY-FM Portsmouth, Ohio.

LUCILLE HASTINGS, on news staff of KLZ Denver, was awarded two first place certificates for radio writing in competition held by National Federation of Press Women.

ROBERT L. FINCH Jr., news editor at WLS Chicago, has been initiated into Chicago Headline club, local chapter of Sigma Delta Chi, national journalistic fraternity.

JACK ANGELL, NBC Chicago news writer, is the father of a boy, Steve. FRED WHITING of same department is the father of a girl, Mary Susan.

LEE JORDAN of news and special events department at WSB and WSB-TV Atlanta, was graduated from Emory U. with an A. B. degree in journalism earlier this month.

CURT GOWDY, sportscaster for WINS New York, has announced his marriage.

WALTER GRISHAM, television news assistant at NBC Chicago, and Rosemarie Murray have announced their engagement.

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BILL O'NEIL, *President*

WJW

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FELLOWSHIPS

NBC, PRC Grant Nine

NINE FELLOWSHIPS to the NBC Summer Radio Institutes have been granted to ministers, religious education directors and laymen by the network and the Protestant Radio Commission.

Recipients, each of whom receives $150 to cover tuition and a portion of expenses, are currently planning and providing radio programs on sustaining time for church federations, and ministerial associations of other inter-denominational agencies.

Winners of the fellowships, conducted by NBC in cooperation with Northwestern U., U. of California and Stanford U., are:

Ada Grace Cralle of Berkeley, Calif., instructor in speech at Berkeley Baptist Divinity School; The Rev. Kenneth Hildebrand of Chicago, pastor of Central Church of that city; Allan F. Crewe of Vancouver, B. C., director of the committee on radio, Vancouver Presbytery, United Church of Canada; Muriel Lockrow of Detroit, secretary of religious education radio activities, department of religious education, Detroit Council of Churches; Joseph E. Porter of Durham, N. C., radio production director for the Methodist Society of Durham; Mrs. Grace C. Keroher of Los Angeles, director of public information, Church Federation of Los Angeles; The Rev. F. Marion Tharp of Evansville, Ind., executive secretary of the Evansville Council of Churches; The Rev. J. E. Dahlen of Fairport, N. Y., minister of the First Baptist Church of Fairport, and Dennis S. Burgess of Flint, Mich., radio chairman of the Methodist Youth Fellowship Council of the Flint District.

RADIO IN CONGRESS

Rep. Miller Renews Demand

REP. A. L. MILLER (R-Neb.) has renewed his demand for provision of telecasting and broadcasting facilities in plans to renovate House and Senate chambers. He told House colleagues last Tuesday "there is need for the people to hear and see for themselves" because of the "increasing practice of commentators to slant the news for the purpose of emphasizing a story."

Congressman Miller said the need for telecasting and broadcasting activities is inevitable in the near future and pointed out that "only through the medium of the press and radio commentators are its proceedings made available to the public." Previously he had urged installation of radio-TV facilities in a talk also advocating use of an electric voting system [BROADCASTING, June 13].

Journalism Clinic

A CLINIC for teachers of radio journalism will be held Sept. 2 at the U. of Minnesota, Minneapoplis, under sponsorship of the Council on Radio Journalism. Roundtable discussions on facilities, curriculum and teaching methods are planned. Among those who have accepted invitations to participate is Prof. O. J. Bue, Montana State U., who spent the summer of 1945 working as a radio news intern at KVOO Tulsa.

WNAX Covers Manhunt

SPEED of the WNAX Yankton-Sioux City news department was demonstrated in coverage of the search for gunmen wanted in connection with a burglary and killing in Minneapolis [BROADCASTING, June 13]. Within nine minutes after a news flash reported the men had been captured, WNAX newsmen were on the air with a direct telephone interview with the police chief of the town where the capture took place. Earlier in the 72-hour manhunt, a WNAX newsman, Bob Buchanan, aired a recorded interview with Policeman Ralph Senn within three hours after the latter's release. Policeman Senn had been kidnapped by the gunmen and held captive for 24 hours.

NARND PR CHANGE

Bud Neble Succeeds Hogan

JOHN F. HOGAN, former news director at WCSH Portland, Me., has resigned as public relations chairman of the National Assn. of Radio News Directors and editor of the association's monthly bulletin. Succeeding him in the NARND post this month is Bud Neble, news director at KFAB Omaha.

Mr. Hogan, who was instrumental in the founding of NARND, is setting up a specialized news and recording service in Washington, D. C., featuring news reports especially tailored for radio. Service will include disc and tape recordings, teletype news coverage and phone recordings of Washington events of particular interest to various areas.

Mr. Hogan's career in radio began ten years ago at WMAZ Macon, Ga. While at WCSH he also served as news director of the Maine Broadcasting System (WLBZ Bangor, WRDO Augusta and WCSH).

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WINX TRANSFER

Banks Assumes Ownership

TRANSFER of WINX Washington from the *Washington Post* to William A. Banks was formally consummated June 16, the station announced last week. Consideration was $130,000 [BROADCASTING, May 16].

Assigned 250 w on 1340 kc, WINX had been acquired by the *Post* in 1944 for $500,000. The paper recently acquired 55% interest in WTOP Washington from CBS and was required to sell WINX.

Mr. Banks, owner of WHAT Philadelphia, becomes general manager of WINX with his sister, Dolly Banks, assuming duties as assistant general manager. They will divide time between WINX and WHAT. Charles Trippe continues at WINX as commercial manager. Mr. Banks stated that no major changes in personnel are planned at this time.

The new WINX owner said that the Washington station will continue as an all-English station with emphasis on news, sports and music and featuring "well-known Washington personalities."

New technical equipment has been installed for the station's two 250 w booster stations, Mr. Banks said, with resulting improvements in coverage of the metropolition area.

JOHN LATTA

Agency Executive Dies

JOHN LATTA, 46, former vice president of Booth, Vickery Schwinn Inc., New York and Baltimore, died June 18 at United Hospital, Port Chester, N. Y. He was formerly vice president of the Northeastern Water and Electric Service Corp., and the Boots Nut Co., both New York.

A native of Atlantic City, Mr. Latta is survived by his wife, Mrs. Marion McKee Latta; a son, Arthur; two daughters, Nancy and Hope; a brother, and three sisters.

MRS. LENA HOLLOWAY, KOMA Oklahoma City receptionist, was awarded courtesy award certificate at end of local "Courtesy Week."

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OUR UNIQUE EXCESS POLICY
provides adequate protection.
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KOMO HEN DUZ

Lays First Egg in NBC Stunt

KOMO's hen breaks the record—and the egg on Announcer Easton.

* * *

APPARENTLY Duz will do anything, even induce a hen to lay. When Ralph Edwards' *Truth or Consequences* invited KOMO Seattle to participate in the 10-city NBC affiliate egg-laying stunt, staff announcer Scott Easton was named for the job.

KOMO set up its display in the show window of Poole Electric Co. Mr. Easton sat below and the hen set above (see picture). One minute after arrangements were complete, the hen obliged.

According to NBC officials, KOMO's hen was the first of the 10 around the country to lay its egg, thereby proving the station's claim that its area is first in the nation in egg production. KOMO packed the scene with commercial plugs for all involved—the network, the station and the sponsor.

CARSON HEARING

Slated for Hill Thursday

HEARINGS on the nomination of John Carson to membership on the Federal Trade Commission will be held at the Capitol Thursday, the Senate Interstate & Foreign Commerce Committee announced last week. Names of those who will appear, in addition to Mr. Carson, were not available, however.

Mr. Carson, research director for the Cooperative League of America, would serve for the remainder of a term of seven years from Sept. 26, 1945. He would succeed Robert Freer, resigned. His nomination was sent to the Senate by President Truman last April, then referred to the committee for appropriate action [BROADCASTING, April 11]. Since then his appointment has stirred considerable controversy in Congressional circles for alleged "socialistic leanings," and the fact that as an "independent" he would be filling a Republican vacancy. Despite the probability of heated hearings, his confirmation as FTC commissioner is expected.

RCA VICTOR has announced publication of its new 45 rpm record catalogue.

HIFAM RENEWAL

Tarzian Station Is Favored

INITIAL decision was reported by FCC last week to grant renewal of license to Sarkes Tarzian's experimental HIFAM station at Bloomington, Ind. The initial decision was by Hearing Examiner J. Fred Johnson Jr.

HIFAM is the term coined by Mr. Tarzian to describe the high-fidelity, high frequency amplitude modulation system of broadcasting employed by his station, KS2XAP, formerly W9XHZ [BROADCASTING, May 3, 1948]. The station has been operating since spring of 1946, airing various types of programs for the Bloomington area. The station operates on 87.75 mc with power about 200 w and using AM emission.

Mr. Tarzian and his wife are owners and operators of standard station WTTS Bloomington, which recently commenced operation on 1370 kc with 1 kw daytime and 500 w nighttime. They also are permittee for a new television station there. Mr. Tarzian, a radio design engineer, built WTTS and the HIFAM station himself. He formerly was chief engineer of the RCA Bloomington plant and during the war was chief engineer and production manager of the whole RCA VT fuse program.

Mr. Tarzian told the Commission that HIFAM requires only a 10 kc channel (to FM's 200 kc) to deliver a signal of comparable quality to FM reception. The initial decision pointed out that Mr. Tarzian's experiments also show that HIFAM involves no problem of multipath distortion as does FM.

Further advantages of HIFAM were reported to be that it can be received on any AM set with use of a $5.95 converter; it can be received on FM sets without any adjustment, and combination AM-HIFAM receivers could be marketed for $30.

Mr. Tarzian indicated that HIFAM was ideal for instituting hometown radio service in small non-radio communities because of its frequency saving and economic characteristics. A HIFAM station would cost only about $12,000.

The examiner's decision pointed out that Mr. Tarzian plans to expand his HIFAM experimentation by establishing another station in Bloomington and another in a town about 100 miles away to study interference factors. Study and research in equipment also would be continued. Simultaneous airing of WTTS shows on the HIFAM outlet also would aid in comparison studies, it was pointed out.

KDUK, wired-wireless outlet of U. of Oregon, began programming early this month. Station will feature music and campus news exclusively.

1340 ON YOUR DIAL
PEORIA'S NBC STATION
KCNA
DETROIT Market
Tailored RADIO PICTURE ALBUMS FOR YOUR STATION— AT NO COST TO YOU...
Yes—your station can have beautiful albums, specially-prepared to show your studios and staff *at no cost to you or your listeners.* Exclusive to only one station per city. In the past eleven years over 200 stations have successfully used picture albums like this to develop listener interest, increase revenue, too.
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121 N. Washington St., Peoria 2, Illinois

New Pep for Your Platter Shows

special "DJ" couplings from RCA VICTOR

PERRY COMO

I Love You

Let's Take An Old-Fashioned Walk

DJ-723

WAYNE KING

Be The Good Lord Willing

Rue De Romance

DJ-720

BILL LAWRENCE

A Little Fish In A Big Pond

If You Could Only Learn To Love Me

DJ-722

ZIGGY TALENT

The Telephone No Ring

It Looked So Good In De Window

DJ-721

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

MARYLAND unemployed, wounded and handicapped veterans are going to use TV to seek a job. Through cooperation of Baltimore *Sunday American, News-Post*, WBAL-TV Baltimore's veterans' organization, and state and federal re-employment services, veterans are going to talk to prospective employers by television. Former servicemen will be guests of Dr. David E. Weglein, public service counselor for WBAL and WBAL-TV, on his Thursday 7 p.m. program beginning June 30. At same time, Maryland businessmen will be urged to tune in. Service will be available to any Maryland handicapped veteran, and when all of these have been placed, search for employment for non-handicapped men will begin over WBAL-TV.

'Million Dollar Ballroom'

NEW PROGRAM plan has been inaugurated by WFPG Atlantic City. All local music programs use the same general name, the *Million Dollar Ballroom*. It is broken down into 15 minute segments so that whenever listener tunes in, morning, afternoon, or night, he is sure to hear segment of *Million Dollar Ballroom*. Station states that almost all talk programs have been dropped and block type musical program is extended to include whole day with interruptions by some network shows and such local features as news and sports. WFPG now calls itself the "Million Dollar Ballroom" station.

Features Police Band

AS SUMMERTIME public service program WXYZ Detroit in cooperation with Detroit Police Dept. is airing *Saturday Afternoon in the Park*, half-hour program featuring the Police Band.

Children's Morning

SATURDAY morning lineup for young people at WTIC Hartford now includes *There's Magic in the Air*, program of music fantasies based on folklore. Ernest C. Watson as "Uncle Ernie" conducts program. He writes all program's music, stories and impersonates all the characters on his show. With addition of this show, WTIC now programs from 9 a.m. to 12 noon a "Children's Morning." Only exception is one half-hour show.

Bond Drive Boost

MOREY AMSTERDAM, Martha Raye and Sid Stone headed list of talent when WAAM (TV) Baltimore gave U. S. Treasury's Opportunity Bond drive a boost with an hour and a half program on June 21. Also appearing on program were Ben Yost Singers, The Marveleers, Harry Styert Trio, Baltimore Colt Band, Lazy H. Ranch Boys, David Deitz, Terry Grue and Lenny Hobbs and his orchestra. Originally scheduled for an hour, program was extended due to response of talent in Baltimore to contribute their efforts. Anthony Farrar produced the show, with Dennis Kane assisting. Joel Chaseman supplied the script.

'Economics in the News'

LATEST addition to WCFM (FM) Washington's growing list of weekly commentators is Robert Nathan, internationally known economist and author. Mr. Nathan began his weekly series, *Economics in the News*, June 21. He will be heard each Tuesday at 6:30 p.m.

Elks Convention

THE 37TH Annual New York State Elks Assn. Convention, June 16-18, with Albany Lodge of Elks No. 49 as host, had its activities and special features, such as Mammoth Patriotic Demonstration and State Assn. Parade, broadcast by WPTR Albany and WBCA-FM Schenectady, in series of five special broadcasts running from Thursday noon to closing Saturday afternoon. Programs included interviews and guest appearances on WPTR and WBCA's regular program features.

Programs

'Feature Game of the Day'

WVLK Versailles, Ky., is doing repeat on its popular *Feature Game of the Day* baseball broadcasts of last year. Instead of following fortunes of any one team, each day station broadcasts, via wire report, the "best" game being played in either major league. If first choice is rained out, WVLK selects a second, etc.

Auto Show Programs

TOTAL of 21 broadcasts—7 variety programs and 14 news shows—were originated by KYW Philadelphia from first American post-war Auto Show held in Philadelphia June 11-18. Show was presented by Philadelphia Automotive Trade Assn.

Lacrosse Classic

FOR FIRST time in its eight year history, the North-South All-Star Lacrosse classic was played north of Mason-Dixon Line in Troy, N. Y., and WPTR Albany, N. Y., was exclusive broadcaster of event to Northeast. Station also aired pre-game ceremonies.

'Stage It'

HALF-HOUR weekly show featuring amateur charades is being telecast by KRSC-TV Seattle. *Stage It* calls for competing teams to act out slogans, proverbs or titles, with successful groups winning contributed prizes. Tom Herbert, Seattle actor and commentator, is m. c. Sponsorship of Saturday 8:30 p.m. program is participating.

'Old Guide' Returns

LATEST news of the outdoors is back on WSM Nashville. John Jared, well-known fisherman, hunter and outdoors writer of Manchester, Tenn., is on air once weekly with latest hunting, fishing and general outdoor news. Mr. Jared, as the "Old Guide," is reviving program not heard on WSM since death of Paul Bryant, station's original "Old Guide," several years ago.

Aldermen Aired

NEW HAVEN Board of Aldermen at its regular monthly meeting June 6 granted WBIB-FM New Haven permission to broadcast proceedings of its future meetings. First broadcast will be July 11 and will mark first time in New Haven history that citizens may hear their elected legislators in session. Unanimous approval was given on strength of highly regarded WBIB-FM broadcasts of several alderman committee public hearings, station reports. Sol Chain, station's general manager, will handle mike duties for the broadcasts.

'The Snap Club'

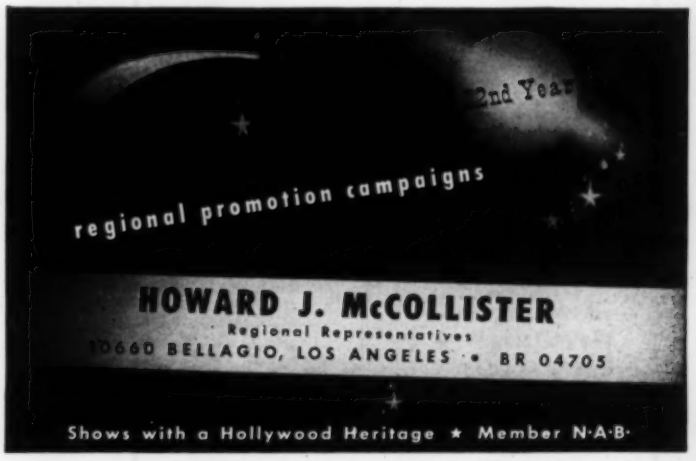
DUE TO tremendous popularity of Negro programs aired on WHAT Philadelphia, station has added additional program to its format. *The Snap Club*, new disc show, is handled by Ramon Bruce, outstanding Negro disc m. c. Send off for program on June 6 included guest appearances by Cab Calloway and Lionel Hampton.

'Aviation World'

PILOTED by Capt. Robert C. (Ace) Robson, nationally known American Airlines flier, WOL Washington's *Aviation World* is digest of all types of news of interest to flying enthusiasts. Capt. Robson features tape-recorded interviews during each session with air-minded radio, stage and screen stars, famous business and professional figures and statesmen. Many interviews are obtained on his scheduled flights.

'Platter Chatter'

FOR FIRST time since it began operations, WXYZ Detroit will broadcast after midnight to carry new disc show. Hour long program will originate from Indian Room of Detroit's Wonder Bar night club. Bill Silbert will m.c. *Platter Chatter* and interview visiting celebraties between records. Following firms participate in sponsoring program: D & C Boat Co., Everkrisp Potato Chips, Grates Motor Sales, Faygo Beverages and Saleto Tablets.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NATIONAL NIELSEN-RATINGS

(TOTAL U. S., INC. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
MAY 15-21

NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	10,405	26.5	—0.4
2	2	My Friend Irma	7,619	19.4	—0.9
3	4	Walter Winchell	7,030	17.9	+0.3
4	3	Godfrey's Talent Scouts	6,834	17.4	—1.8
5	17	Suspense	6,480	16.5	+3.6
6	10	Crime Photographer	6,363	16.2	+2.4
7	5	Jack Benny	6,323	16.1	—1.4
8	23	Day in Life of Dennis Day	5,931	15.1	+3.0
9	29	Judy Canova	5,852	14.9	+3.7
10	15	Mr. Keen	5,695	14.5	+1.6
11	18	Bob Hawk Show	5,459	13.9	+1.3
12	6	Fibber McGee and Molly	5,459	13.9	—2.5
13	20	Your Hit Parade	5,420	13.8	+1.3
14	8	Our Miss Brooks	5,263	13.4	—0.6
15	26	Amos 'n' Andy	5,263	13.4	+1.7
16	24	This Is Your FBI	5,224	13.3	+1.3
17	34	Fat Man	5,184	13.2	+2.3
18	35	FBI in Peace and War	5,145	13.1	+2.2
19	42	Hallmark Playhouse	5,145	13.1	+3.0
20	7	People Are Funny	5,106	13.0	—2.7
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	3,810	9.7	+1.1
2	2	Beulah Show	3,338	8.5	+0.7
3	4	Jack Smith Show	3,103	7.9	+0.9
WEEKDAY					
1	2	Arthur Godfrey (Ligg. & Myers)	4,202	10.7	+1.4
2	3	Young Widder Brown	3,653	9.3	+0.3
3	1	When A Girl Marries	3,613	9.2	—0.2
4	7	Right to Happiness	3,495	8.9	+0.6
5	6	Backstage Wife	3,495	8.9	+0.5
6	12	Pepper Young's Family	3,417	8.7	+0.7
7	4	Our Gal, Sunday	3,338	8.5	0.0
8	16	Arthur Godfrey (Nabisco)	3,338	8.5	+0.9
9	8	Stella Dallas	3,338	8.5	+0.2
10	5	Ma Perkins (CBS)	3,260	8.3	—0.2
11	9	Wendy Warren	3,142	8.0	0.0
12	13	Big Sister	3,142	8.0	+0.3
13	10	Portia Faces Life	3,142	8.0	0.0
14	18	Rose Mary	3,103	7.9	+0.4
15	17	Guiding Light	2,985	7.6	0.0
DAY, SATURDAY					
1	1	Armstrong Theatre	3,967	10.1	—0.3
2	2	Grand Central Station	3,378	8.6	—1.2
3	3	Stars Over Hollywood	3,142	8.0	—1.4
DAY, SUNDAY					
1	2	Quick as a Flash	2,828	7.2	+0.2
2	1	True Detective Mysteries	2,749	7.0	—1.5
3	3	House of Mystery	2,278	5.8	—1.1

NOTE! Number of homes is obtained by applying the "Nielsen-Rating" (%) to 39,275,000—the 1948 estimate (revised) of total U. S. radio homes.
(†) Homes reached during all of any part of the program, except for homes listening only 1 to 5 minutes.

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WJBW PETITIONS

For Temporary Continuance

PETITION for temporary continued operation of WJBW New Orleans was filed with FCC last week. The present license expires July 1.

Denied appeal by the U. S. Supreme Court from an earlier FCC ruling which refused license renewal on grounds of repeated technical violations [BROADCASTING, June 20], WJBW has asked the Commission to extend its license to Oct. 1. Purpose is to allow Charles C. Carlson, owner, to wind up the station's business affairs, to enable employes to seek other positions and to provide a continuity of broadcasts until Louise C. Carlson, ex-wife of Mr. Carlson, completes her new station there.

Mrs. Carlson was granted WJBW's facilities, 250 w fulltime on 1230 kc, when WJBW was denied renewal. Her station is WADW. Mr. Carlson told FCC he would cease operations at any time after Sept. 1 simultaneously with the beginning of program tests by WADW.

Letter from the Most Rev. Joseph F. Rummel, S.T.D., Archbishop of New Orleans, accompanied the WJBW petition and urged the Commission not to deprive the city of "very useful service" pending completion of WADW. The WJBW petition was filed by Baker & Thompson, Washington counsel.

WBNY APPEALS

Grant to Dunkirk, N. Y.

ROY L. ALBERTSON, licensee of WBNY Buffalo, N. Y., last week petitioned FCC to stay the effectiveness of the Commission's new station grant to Dunkirk Broadcasting Corp., Dunkirk, N. Y., pending settlement of his appeal of the grant in the U. S. Court of Appeals for the District of Columbia. The appeal was filed in early June.

Mr. Albertson claims that WBNY, 250 w fulltime on 1400 kc, will suffer interference within its normally protected contour from the Dunkirk station, assigned 500 w fulltime on 1410 kc, directional night. The latter was granted by the Commission in December [BROADCASTING, Dec. 20, 1948].

WCON Atlanta was chosen by Public Information Div. of Dept. of the Army as one of stations to act as training agency for Army public information specialists.

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CITY .....*ZONE*.....
STATE .....

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Production

ANNETTE OROMANER, former assistant to program director, has been promoted to program director of WHAT Philadelphia.

THAINE ENGLE has been named commercial film director of WBAP-TV Fort Worth and **LEWIS CEARLEY** has been appointed film laboratory supervisor.

KENNETH HIGGINS, producer-director for KFI-TV Los Angeles, has been promoted to executive producer. In this capacity he assists **RONALD C. OXFORD,** program director, in station's over-all programming. **JAMES E. LILLY,** formerly assistant field director and stage manager, replaces Mr. Higgins as producer - director; **DON PATTON,** writer-producer, becomes stage manager.

Mr. Higgins

JANET LYNN GILLESPIE, formerly with WHHH Warren, Ohio, has been named women's director of WHBC Canton, Ohio.

CARL L. FLOWER, formerly with WKOB North Adams, Mass., has joined WHAY New Britain, Conn., as copy editor.

JACK PALMER, KEX Portland, Ore., chief continuity writer for past two years has left station to resume graduate studies at U. of Washington, department of speech. **DICK NELSON,** formerly of KGW Portland, replaces Mr. Palmer.

LEE PRATT, ROBERT MILES and **LARRY BROWN,** receptionists at WGY Schenectady, N. Y., were recently graduated from Union College.

DONALD VOORHEES, conductor of American Telephone & Telegraph's *Telephone Hour* on NBC, was recipient of award of achievement from *Musical America* magazine for best program in the "orchestra with guest soloists" category as selected in sixth annual poll of music critics and editors conducted by the magazine.

JACK OWENS has resigned as "Cruisin' Crooner" of ABC's *Breakfast Club,* effective July 22, to expand his Decca recording activities and consider night club and motion picture offers. He is represented by Music Corp. of America. Mr. Owens joined early-morning Chicago network show in 1934. He returned in 1944 after eight years on West Coast.

PRESTON L. TAPLIN has been appointed program director at WEBR Buffalo. He was formerly program director at WELM Elmira, N. Y.

JIMMIE BAKER, formerly ABC Hollywood messenger, will become member of production department July 1.

FRANKLIN PULASKI, freelance innouncer and actor in film, television and radio, has joined WQXR New York as summer replacement announcer. He has been cast in video productions of *Suspense, Studio One, Toast of the Town,* and the *Phil Silvers Show.* He has announced for WNYC WGYN WGHF, all New York, and Voice of America.

CHIC DODSON, instructor at City College of New York, has joined WQXR New York as assistant night manager. He replaces **FRANK MORIARITY,** who will return to Northwestern U. to continue his radio studies.

WALLACE BRUCE RAMSAY, formerly freelance director, has joined KFI Los Angeles as writer-producer.

BERT MULLIGAN has joined WARD Johnstown, Pa., as disc m.c. He formerly was with WRON Ronceverte, W. Va.

JOHN CANNON, freelance announcer, has joined WINS New York as summer replacement announcer.

ROBERT MICHEL, formerly chief announcer at WVAM Altoona, Pa., has joined WKRT Cortland, N. Y., announcing staff. He will handle news and disc shows.

PAUL K. DAMAI, assistant music and program director at WMOR (FM) Chicago, was cited by National Society for Crippled Children and Adults "for his outstanding adjustment to a severe physical handicap." Mr. Damai, who has never left his wheel chair, was chosen by National Society as national success story of month.

JOHN McCORMICK. Chicago disc m.c. who conducts WBBM's *Matinee at Midnight,* has been awarded official appointment certificate as special sales representative for his work during Treasury Dept.'s "Opportunity Drive."

ED COLEMAN, student at New England School of Radio Broadcasting, Bridgeport, Conn., is conducting Saturday afternoon disc show over WLIZ Bridgeport.

JOSEPH J. BELJAN has been appointed program director and news editor of WESA Charleroi, Pa. He replaces **KIERAN BALFE,** who resigned to take similar post at WKRZ Oil City, Pa.

ROLAND KAY, merchandising manager of CBS *Housewives Protective League,* was elected president of Hollywood Junior Chamber of Commerce at recent meeting.

HATTIE McDANIEL, star of CBS *Beulah* show, and Larry C. Williams have announced their marriage.

ERNEST FELIX, ABC Western Division auditor and personnel manager, has been appointed to board of governors of Industry Credit Group of Los Angeles Credit Managers Assn.

DON MARCOTTE, music supervisor at NBC Central Division, and Antionette Marie Tricomi have announced their marriage.

JANE SPARKS WILLINGHAM, WSB-TV Atlanta producer and star of WSB's *Adventures in Music,* is the mother of a boy, Stephen Doty.

FLORENCE HELM, producer at WBAP Fort Worth, and **BILL McANDREW** of station's announcing staff, have announced their marriage.

BILL PETERSON, script writer for KTAR Phoenix, is the father of a boy, Eric.

DAVE ROSEHILL, disc jockey at WKBS Oyster Bay, L. I., is the father of a boy, David William.

GOVT. STATIONS

Senate Approves Transfer

AUTHORIZATION directing the "paper" transfer of three government-owned broadcasting operations from Reconstruction Finance Corp. to State Dept. was passed by the Senate and sent to the House last Tuesday for approval with minor amendments. Concurrence is expected momentarily.

The measure (HR 2282), originally introduced in the House, involves stations operated by Crosley Corp., CBS and NBC [BROADCASTING, Feb. 14]. The bill authorizes transfer to the State Dept., which assumes former RFC obligations and without reimbursements of funds. Sen. J. William Fulbright (D-Ark.) quoted original construction costs of stations as $509,267.43 (Crosley), $380,677.93 (CBS) and $357,936.10 (NBC). They were built by the Defense Plants Corp. during the war for use by OWI, and now belong to RFC, its successor, he explained. Bill was passed by the Senate without objection.

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spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NBC AFFILIATE

PUBLIC Service Co. of Colorado's new 52-week contract with KLZ Denver for Ziv series, *Favorite Story*, is examined by Frank R. Jamison, utility firm's director of advertising and publicity. Seated beside Mr. Jamison is Hugh B. Terry, KLZ vice president-general manager. Standing are Elliot Wager (l), KLZ writer, and Jack Tipton of station's sales staff.

S. C. LOCALS

Form for State Coverage

FORMATION of a South Carolina Assn. of Local Stations got underway June 19 at a meeting held in Columbia, S. C. Majority of the state's stations were represented at the meeting and definite plans and policies were adopted, Paul Myhan, manager of WACA Camden and a member of the group's executive committee, announced last Monday.

Guest speaker at the meeting was Tom Carr of the Georgia Assn. of Local Stations. With the anticipated addition of more stations to the South Carolina organization, complete coverage of the state will be available to advertisers, Mr. Myhan said.

Elected to the executive committee, in addition to Mr. Myhan, were Frank B. Best, WRNO Orangeburg; Morgan Craig, WGCD Chester; Charles T. Tohman, WALD Walterboro, and T. Doug Youngblood, WFIG Sumter.

Allied Arts

FREDERIC W. ZIV Co., Cincinnati, has announced sale of its *Cisco Kid*, open end transcribed series to KWKC Abilene, Tex.; WOOD Grand Rapids, Mich.; WHOS Decatur, Ala.; WRDO Augusta, Me.; KOTA Rapid City, S. D.; KVOO Tulsa; WWOD Lynchburg, Va.; KOIL Omaha; WCSH Portland, Me.; KFH Wichita; WKNA Charleston, W. Va.; WKLF Clanton, Ala.; KIEM Eureka, Calif., and WHKY Hickory, N. C.

M. CLAY ADAMS has been appointed manager of commercial and television department of RKO Pathe, New York. He replaces **PHILLIPS BROOKS NICHOLS**, resigned.

DON ROBERTS, formerly freelance television writer and producer and motion picture publicist, has joined **Bernie Milligan**, Los Angeles (publicity and promotion agency).

CHURCH WORLD SERVICE, New York, has announced distribution of its *Dateline — Centerberg*, dramatic transcriptions to help Protestant and Eastern Orthodox churches raise funds needed for immigration to America of DP's of these faiths, to 188 stations and church groups. Transcriptions are available from service at 214 E. 21st St.

EQUIPMENT

MILTON STREHLE has been appointed assistant sales manager of replacement tubes, Tubes Div., General Electric Co., Schenectady. Mr. Strehle has been with company since 1929.

SOUND APPARATUS Co., Stirling, N. J., has distributed detailed leaflet covering its models FRA and FR recorders.

LOUIS H. NIEMAN, former assistant purchasing agent for Philco Corp., radio division, has joined sales staff of Sylvania Electric Products Inc., New York.

R. A. HACKBUSCH has been appointed president and managing director of Stromberg-Carlson Co. Ltd., Toronto. He formerly was vice president and managing director. **G. G. HOIT** has been appointed vice president; **J. L. GASSER** treasurer, and **J. McNAIR** continues as secretary.

DISCRIMINATION

Negro in Radio Study

CONTENDING that radio "has consistently denied recognition to the Negro as a human being," The Committee for the Negro in the Arts has called a conference to discuss the problem. The meeting, to be held July 9 at 1 p.m. in New York's Hotel Theresa, also will delve into the charge that television is following in radio's footsteps in discrimination against the race.

The group contends, among other things, that out of more than 600,000 15-minute broadcasting periods weekly on the major networks and local stations, there are fewer than 20 negroes permanently employed. This, it says, covers engineers, writers and announcers, and does not include the actors who "get work occasionally" and "an occasional Negro singer or musician and two or three Negro orchestras."

Cite Program Examples

They also take exception to the lack of portrayal of Negro life, except as "a slander upon the Negro people." The committee plans to call for action to end alleged employment discrimination, provide a means of expression and an outlet for the "cultural riches of the Negro people," and end the so-called damaging "stereotype" exemplified by such radio characters as Amos 'n' Andy and Beulah.

SICKS' SPOTS

Placed in Wash., Alaska

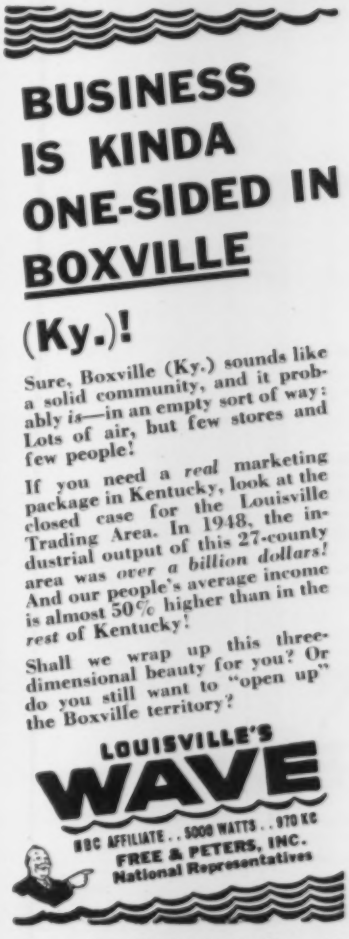
SPOT schedule which will exceed two hundred announcements a week when it goes into full effect July 1 has been placed on 18 stations in Alaska and the state of Washington by Sicks' Seattle Brewing and Malting Co. The 20-second and one-minute singing commercials feature Sick's Rainier Extra Pale Beer.

Placed through Western Agency, Seattle, with Tom Jones Parry as account executive, the campaign will run for one month with option to renew. Budget of $40,000 is understood to have been set for a two-month period, indicating that the client plans to continue the campaign beyond its first scheduled run. In Seattle, where the spots have been on since June 13, contracts run for a full year.

Stations participating in the campaign are:

KTKN Ketchikan, KINY Juneau, KFAR Fairbanks, KENI Anchorage, KIRO KJR KOL KOMO KING Seattle, KTBI Tacoma, KXLE Ellensburg, and following, all placed through the John Keating Co., Seattle; KVOS Bellingham, KONP Port Angeles, KRKO Everett, KGY Olympia, KELA Centralia, KXRO Aberdeen and KWLK Longview.

At the same time, the agency announced that it had placed a smaller spot campaign, for the same client's Sicks' Select Beer, on KIDO Boise and KLIX Twin Falls, Idaho. This series, which started June 14, will be on 16 times in four weeks, with option for renewal.


BUSINESS
IS KINDA
ONE-SIDED IN
BOXVILLE
(Ky.)!
Sure, Boxville (Ky.) sounds like a solid community, and it probably is—in an empty sort of way: Lots of air, but few stores and few people!
If you need a real marketing package in Kentucky, look at the closed case for the Louisville Trading Area. In 1948, the industrial output of this 27-county area was over a billion dollars! And our people's average income is almost 50% higher than in the rest of Kentucky!
Shall we wrap up this three-dimensional beauty for you? Or do you still want to "open up" the Boxville territory?
LOUISVILLE'S
WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

CANADIAN RATINGS

'Radio Theatre' Tops

ONLY ONE Canadian program made the first 10 evening programs in May, according to the national ratings report issued by Elliott-Haynes Ltd., Toronto. First 10 evening programs in Canada, of total of 31 network programs, were *Radio Theatre* with rating of 33.3, *Fibber McGee & Molly* 30.3, *Amos 'n' Andy* 24.3, *Ozzie & Harriet* 23.8, Bob Hope 23.7, Fred Allen 22.5, *Wayne & Shuster* 20.6, (Canadian program), *Album of Familiar Music* 20.4, *My Friend Irma* 19.8, and *Ford Theatre* 19.5.

First five English language daytime programs for May were *Ma Perkins* 16.4, *Pepper Young's Family* 15.8, *Happy Gang* 14.9 (Canadian program), *Big Sister* 14.8, and *Aunt Lucy* 14.5. Leading five French-language evening programs in May were *Un Homme et Son Peche* 41.1, *Metropole* 34.3, *Radio Carabin* 31.9, *Ralliement du Rire* 29.6, and *Ceux Qu'on Aime* 28.5. Leading five French daytime programs were *Jeunesse Doree* 29.9, *Rue Principale* 27.2, *Grande Soeur* 25.3, *Les Joyeux Troubadours* 22, and *Tante Lucie* 22.

Special NABET Pact

NABET has obtained an agreement at ABC and NBC to get two weeks severance pay for summer replacement engineers let out in economy wave before their temporary employment period would have ended.

Send Me

BROADCASTING
Telecasting

The Newsweekly of Radio-TV

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
(Includes 1950 Yearbook)
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

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870 Nat'l Press Bldg., Wash., D. C.

ACTIONS OF THE FCC

JUNE 17 to JUNE 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

June 20 Decisions . . .

BY COMMISSION EN BANC

KWBU Corpus Christi, Tex.—Granted extension of SSA for three months from June 15 to operate on 1030 kc 50 kw non-DA during hours from local sunrise at Boston, to local sunset at Corpus Christi.

BY A BOARD

KTED Laguna Beach, Calif.—Granted mod. CP to change tower spacing and phasing.

ACTION ON MOTIONS

By Comr. Sterling

WPTF Raleigh, N. C.—Granted petition to intervene in hearing on applications of WCTT Corbin, Ky., and WISE Asheville, N. C.

WMMJ Peoria, Ill.—Granted petition for extension of time in which to file exceptions and request for oral argument in proceeding upon application and Lincoln Bcstg. Co., Springfield, Ill.; time extended to July 5.

All Nations Bcstg. Co., Boston—Granted petition to dismiss without prejudice application.

WAPA San Juan, P. R., and WPTF Raleigh, N. C.—Granted joint petition requesting continuance of hearing in re petition of WAPA for reconsideration of action granting CP to WPTF; hearing continued to Aug. 24 at Washington.

Custer County Bcstg. Co., Broken Bow, Neb.—Granted petition to amend application to specify 1490 kc 250 w unl. in lieu present request of 1400 kc; accepted amendment and removed application from hearing docket.

The Port of New York Authority, New York—Granted petition to intervene in hearing on application of WOR New York.

The Roanoke Bcstg. Co., Roanoke, Ala.—Granted petition requesting that late appearance in hearing on its application be accepted.

George R. Nelson, Bradley Kincaid & Benjamin L. Dubb—Denied petition of complainant in matter of transfer of control of Western Gateway Bcstg. Corp. (WSNY) Schenectady, N. Y., requesting that hearing presently scheduled Aug. 1 upon transfer be advanced to July 25.

John A. Bohn, Martinez, Calif.—Granted petition to dismiss without prejudice application for new station.

By Examiner Blume

Belvedere Bcstg. Corp., Baltimore, Md.—Granted petition to amend application to specify definite trans. site, change in proposed equipment and change in cost of construction; accepted amendment; ordered that further hearing in proceeding be held at Washington June 27.

WTUX Wilmington, Del.—Granted petition for continuance of further hearing on application; hearing continued to June 29 at Washington.

FCC Acting General Counsel Plotkin—Granted petition requesting that hearing on applications of Valley Bcstg. Co., Pomona, Calif., for renewal of license and voluntary assignment of license be continued to July 25 at Pomona.

FCC Acting General Counsel Plotkin—Granted petition requesting that hearing on applications of United Nations Bcstg. Corp., San Fernando, Calif., and El Camino Bcstg. Co., San Fernando, be continued to July 18 in Los Angeles.

Radio St. Clair Inc., Marine City, Mich.—Granted petition requesting that hearing on application be continued to Sept. 7 at Washington.

By Examiner Resnick

L. W. Andrews Inc., Davenport, Iowa—Granted petition requesting indefinite continuance of hearing on application.

By Examiner Johnson

Terrell Bcstg. Corp., Terrell, Tex.—Granted petition for 90 days continuance of hearing on application; hearing continued to Sept. 29.

By Examiner Hutchinson

Lamar County Bcstg. Co., Paris, Tex.—Granted petition requesting that Commission accept late appearance in re application. Granted motion requesting continuance of hearing on said application from June 20 to July 20 at Washington.

WCRB Waltham, Mass., and Charles River Bcstg. Co.—Granted petition filed by L. P. Liles, Richard C. O'Hare and Deuel Richardson, partnership d/b as Charles River Bcstg. Co. (applicant for mod. license for WCRB) and Charles River Bcstg. Co., assignee of license of WCRB, requesting leave to amend said application to change name of applicant from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to Charles River Bcstg. Co., to change answer to para. 2(b) of Sec. 1 of said application, to refer to File No. BAL-842 rather than BAL-723, and to show change in one of stockholders, officers and directors of assignee corporation; accepted amendment.

By Comr. Sterling

WILS Lansing, Mich.—Granted petition for extension of time to June 20 in which to file answer to exceptions filed by Central Michigan Radio Corp. in re applications.

By Comr. Jones

Issued corrected order in re petition of Beer & Koehl, Ashland, Ohio, to read: Granted petition requesting that time to file reply to exceptions and brief to proposed decision and to petition to reopen record in proceeding upon applications of The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio, et al be extended for period of 10 days; time extended to June 20.

By Examiner Cunningham

Richard Field Lewis Jr., Winchester, Va.—Granted petition for indefinite continuance of hearing re applications of Winchester Bcstg. Corp. et al.

June 20 Applications . . .

ACCEPTED FOR FILING

AM—950 kc

The Northeast Iowa Radio Corp., Oelwein, Iowa—AMENDED application for new AM station 950 kc 500 w D DA to make changes in stockholders.

Modification of CPs

Following AM stations filed requests for completion date extensions covering changes in facilities: KTSA San Antonio, Tex.; KOME Tulsa, Okla.; WMRC Greenville, S. C.

Following new FM stations asked completion date extensions: WLAD-FM Danbury, Conn.; WFMI Portsmouth, N. H.; WNAO-FM Raleigh, N. C.; WAFM Birmingham, Ala.; WEXI St. Charles, Ill.

AM—690 kc

WVOK Birmingham, Ala.—AMENDED application for CP increase from 10 kw to 50 kw to make change in DA.

SSA—810 kc

WCEC Rocky Mount, N. C.—SSA operate additional time from 5 a.m. instead from sunrise.

AM—1590 kc

WPWA Chester, Pa.—CP change from 1 kw D to 1 kw unl. DA-N.

License for CP

WNEX-FM Macon, Ga.—License to cover CP new FM station.

WTMJ-TV Milwaukee — License to cover CP new TV station.

Modification of CP

WOC-TV Davenport, Iowa—Mod. CP new TV station for extension of completion date.

TENDERED FOR FILING

AM—1280 kc

WMBL Morehead City, N. C.—CP change from 740 kc to 1280 kc.

(Continued on page 75)

NIELSEN MANUAL

First Guide Issued

FIRST book in projected series of international trade manuals to be exchanged by member countries of the International Chamber of Commerce has been distributed by A. C. Nielsen, president of the Chicago market-research firm, to 700-plus delegates at the 12th Congress of the ICC in Quebec, Canada.

The 180-page book, *A Guide to Drug Store Marketing in the U. S.*, was issued to delegates at the suggestion of Mr. Nielsen, who supervised publication. He is chairman of the committee on distribution of the U. S. Council in the International Chamber. Mr. Nielsen spoke to the group June 16.

SERVICE DIRECTORY

Custom-Built Equipment
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1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

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TELEVISION FACILITIES ENGINEERS
Specializing in Simplified Systems Design For Low Cost TV Operation
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N. Y. 20, N. Y.

CALIFONE
10 pound • Professional Quality
Three-Speed • Lowest Price
TRANSCRIPTION PLAYERS
CALIFONE CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
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Member AFCCE*

CONSULTING RADIO ENGINEERS

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Executive Offices
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Offices and Laboratories
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Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
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Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

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(successors to John Barron)
CONSULTING RADIO ENGINEERS
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Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200
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HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
Member AFCCE

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
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CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
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CONSULTING RADIO ENGINEERS
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CHAMBERS & GARRISON
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MICHIGAN 2261
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KEAR & KENNEDY
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CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

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GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

Promotion

AS FIRST move in carefully planned program for introducing television to San Antonio and Southwest area, officials of WOAI San Antonio issued invitations to set distributors and dealers to attend meeting in Gunter Hotel there on June 21. Purpose of meeting was to acquaint dealers and salesmen with WOAI's plans for television and to discuss problems involved in launching TV in new area. WOAI-TV expects to be on air before end of 1949.

Mousers

TWO KITTENS, "Audio" and "Video," are currently in charge of "mouseproofing" squad at WLWT (TV) Cincinnati. "Teevee," matronly tabby originally assigned to job, has deserted and is being cared for by a vendor who services candy machines at WLWT.

WOL Winner

TO SHOW her appreciation after winning $608 from WOL Washington *Money Man*, Mrs. Harry G. Roth immediately voluntered to visit District of Columbia Red Cross Blood Bank, in whose behalf WOL's *Money Man* broadcasts are made. Making 13 phone calls daily in Capital area, George Campbell, "Money Man," had accumulated the $608 in his account, when his question concerning the monthly requirements of Washington's Blood Bank had gone unanswered for four weeks. Red Cross informed WOL that they had received more than 4,000 telephone requests for the information, and added that Blood Bank donations had attained and stayed at highest level in its history since start of *Money Man* campaign in its behalf.

Randy Scores on TV

REPRINT of an article which appeared in *Radio Mirror* about its personality, Randy Merriman, has been distributed by KSTP-TV Minneapolis-St. Paul. Mr. Merriman, who appears on KSTP AM and TV, conducts station's *Family Party*, audience participation giveaway show. Promotion piece headlines popularity of program on TV and mentions availabilities for participations.

'Video Bank'

MERCHANDISING technique to promote TV set sales by Carson Bros., Philadelphia, involves "video bank" in which potential buyers can save for down payments on receivers. Brainchild of Paul Dietz, account executive at Ernest W. Greenfield Inc., Philadelphia, free spare-change banks, in form of television sets, are sent to all families requesting them. Carson Bros., who retain keys to banks, send a regular "bank collector" to the homes, emptying the banks periodically, and depositing collections to customers' accounts. When down-payment sums are reached, sets are delivered, with remaining sum to be paid on time. First promotion of its type, technique was introduced in Philco cooperative advertisements.

Passing the Steer

A PRIZE steer, "Old Gold Jr.," is on his way to becoming a standard radio giveaway gimmick. His unusual career began in Kansas City when *The Original Amateur Hour* originated from KCMO Kansas City last month, under the auspices of the Kansas City Safety Council. The local Livestock Market Interest presented the steer to Ted Mack, m.c. of the show. Mr. Mack put the animal up for auction with all returns from the sale to go to the Safety Council's fund. Highest bid for "Old Gold Jr." came from Roger W. Clipp, general manager of the WFIL stations in Philadelphia. Now quartered at the farm of Howard Jones, WFIL farm editor, the prize steer is rapidly adding to his 830 pounds in preparation for another radio appearance. Mr. Clipp has announced that a "gigantic" contest will be staged this summer on WFIL's *Farmer Jones* program, with "Old Gold Jr." going to the winner.

French Wedding Gown

PLAYING "postmaster," is WTOP Washington's disc m.c., Eddie Gallaher. He was asked to receive letters from local girls who would like to have the wedding gown being sent to Washington aboard France's "Merci Train." To be eligible for gown girl must wear size nine or ten; must be getting married on Bastile Day (July 14), and have special reason for wanting this French wedding gown. Mr. Gallaher is giving the above details on his morning *Sundial* show, and all letters must be in by June 29. The gown will be given away weekend of July 1.

UJA Fund Drive

THREE Los Angeles stations have cooperated with the United Jewish Appeal drive in presenting as a public service a series of five nightly half-hour transcriptions featuring various stars. Stations were KRKD KFWB KFMV.

Baseball Window Streamers

WMGM New York has distributed 35,000 window streamers on Nedick Inc., New York, sponsorship of *Today's Baseball*, which features two of day's best games. Streamers are being placed in Nedick Stores, and feature photographs of sportcasters, Bert Lee and Marty Glickman. In addition, 500 counter cards on Truval Shirts sponsorship of pre-game *Warm-Up-Time* have been distributed to retail clothing stores carrying merchandise.

'Cisco Kid' Contest

PILING up letters from all over Georgia, WCON Atlanta's six-week old *Cisco Kid* contest came to a climax early in June, with 13-year old Bobby Long, Douglasville Ga., taking first place honors. He won a week long vacation at a dude ranch in Texas, with his transportation furnished by Delta Airlines. Bobby's letter was on "Why I would like to be the Cisco Kid." Contest was feature of WCON's *Cisco Kid* program, a Frederic W. Ziv production.

'When They Were Very Young'

BABY PICTURES headline WOR New York's ad which appeared in New York *Herald Tribune* June 20. Sixteen cuts of station's program personalities, "When They Were Very Young," plus background sketches gave WOR listeners a look into the past. Tear sheets of full page ad were distributed to trade.

'I Want You'

BROCHURE titled "I Want You on My Team" is being mailed to youngsters who are members of the Boys Clubs of America by ABC Central Division to promote the *Adventures of Johnny Lujack*, aired on network Mon., Wed. and Fri., 5:30-6 p.m. CDT. Folder cover features picture of Mr. Lujack, former All-American football player.

Program 'Blocks'

"BLOCKS" picturing star personalities and programs featured on CBS-TV appeared in *New York Times* on June 10. Copy on ad pointed out "This is what counts in television.... It's programs, of course. . . ." Reprints of ad have been distributed to trade.

Talent Show

TOBY DAVID, comedian and disc jockey for CKLW Windsor, teamed up with East Detroit business and fraternal organization, in series of talent shows for youthful aspirants to radio or theatrical careers. In final contest, held at East Detroit High School, winners, a brother and sister acrobatic team, were given the Toby David Trophy and table model radio from CKLW. In addition, civic organization awarded them a $50 Savings Bond. It is planned to make competition an annual event.

Professor Canary

PETER PIPER and Warb-O-Link, singing canaries on Art Brown's early morning show over WOL Washington, attained rank of professors June 20 when Mr. Brown brought in six-week-old baby canary to be trained by his veteran singers. He also is holding contest to name his "youngster."

Personnel

JEAN CARSON BROWN, assistant promotion manager at WBT Charlotte, N. C., has been named director of publicity and program promotion for WBT (AM-FM) and WBTV (TV). Miss Brown has been with the station since 1947.

CONNIE RIVARD KIMBLE, former publicity assistant at ABC Chicago, has joined WIND Chicago as promotion and publicity director.

WALTER H. CONWAY, formerly with Knollin Adv. Agency, San Francisco, has been named sales promotion manager of KCBS, same city.

GEORGE SNYDER, business administration student at U. of Buffalo, has joined staff of WINS New York as special merchandising manager. He will work with **DICK SISSON,** station's promotion manager.

FREEMAN HASBROOK, formerly promotion manager of WIRL Peoria, Ill., has joined KFV and KFI-TV Los Angeles as assistant promotion manager. Previously Mr. Hasbrook was managing editor of *Burbank* (Calif.) *News* and *San Fernando* (Calif.) *Journal*. He replaces **GEORGE LEDELL** named account executive for KFI-TV.

WILLIAM R. BOLITHO has been appointed publicity and promotion director of WPIT and WPIT-FM Pittsburgh.

JERALDINE COOPER, fashion stylist with Paramount Pictures, has joined DuMont Television Network to direct specialized merchandise promotion.

NATALIE REIFF has resigned from publicity staff of Don Lee Network, Hollywood, to return to New York.

LYN CONNELLY, publicity assistant at WBKB (TV) Chicago, and Walter Daunoras have announced plans to be married Sept. 10.

WALLY HUTCHINSON, assistant promotion manager of KGO San Francisco, and Kathleen McGuinness have announced their marriage.

NABET Gets Mediator

AT the request of NABET, New York State Mediator Stephen C. Davis has entered deadlocked negotiations at WSNY Schenectady. Wages, working conditions and holiday pay for ten staff engineers are among the main issues. Old contract was scheduled to expire yesterday (June 26).

like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations

CBS KGVO-KANA-KGFM

5 KW DAY—1 KW NITE MISSOULA · ANACONDA BUTTE 250 KW · GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Reaching 4,000,000 PEOPLE KWKW Pasadena - Los Angeles NATIONAL REP. FORJOE & CO.

DISC JOCKEYS are a crazy lot, as proved by Don Bell of KRNT Des Moines, shown here in a promotion stunt for his latest contest. The "Husbands Are a Sorry Lot" contest was based on the popular Chic Young comic strip, "Blondie." Lasting two weeks, the cleverest-letter feature offered the winner a two-weeks vacation for two at Brown's Geneva Beach Resort, Alexandria, Minn., round-trip fare, $100 cash, $65 in fishing equipment, an original strip by Mr. Young, and a special Young-autographed card with a sketch of the whole "Blondie" family. Mr. Young judged the contest, which was conceived by Mr. Bell.

CHAMPIONS P. I. DEALS

Thwing & Altman Executive Defends Policy

STRONG defense for per inquiry campaigns was sounded last week by Joe Gans, vice president in charge of radio and television at Thwing & Altman, New York, an agency which deals heavily in P.I. business. In a letter to BROADCASTING Mr. Gans set forth the policy of Thwing & Altman on this controversial issue.

Taking issue with a story appearing in BROADCASTING June 20, which reported protests have been received from stations about a P.I. campaign submitted by Thwing & Altman on behalf of William H. Wise & Co., Mr. Gans stated that "the amount of favorable replies to our query indicates that more stations are accepting this type of business." Summing up his defense, he wrote: "If a mutually profitable arrangement, on the basis of productivity is unethical, then P.I. business is unethical."

Complete text of Mr. Gans' letter follows;

EDITOR, BROADCASTING:

I realize the subject of P. I. business on local stations has caused a great deal of controversy in the trade, but I was particularly amazed by the item which appeared in your issue of June 20 regarding protests about a P. I. campaign submitted by this agency on behalf of the William H. Wise Co.

It may be true some stations took "exception" to our proposal. However, the amount of favorable replies to our query indicates that more stations are accepting this type of business.

The William H. Wise Co. is accepted as the largest user of radio time in their field. Wise books are offered to the radio audience on approval—on a send-no-money basis. If the customer does not want the book, he has merely to return it and owes nothing. There is never any risk of a single listener not being fully satisfied. And the price the Wise company pays per order is conceded to be the highest in their field.

I don't think any controversy could be started over the fact that radio stations, regardless of size and location, are interested in profitable billing. What greater inducement can a station offer its prospective clients other than its pulling power. Every trade journal contains advertisements screaming about the pulling power each station claims.

If a local station has as much pulling power as it advertises and claims, what better way is there to capitalize on this power than by having an advertiser pay for results produced? If a station can produce P. I. results, their billing is unlimited.

We propose the P. I. deal for our client during the summer months when station billing is usually at its lowest ebb. This mutually advantageous promotion would allow our client to advertise and provide profitable business for a station loaded with unsponsored time.

Because of the very nature of our client's operation they are wholly dependent upon advertising for success. As a 4-A agency with a deep belief in servicing an account in every way possible, we submitted our P. I. campaign on the basis that it would provide our client with an additional opportunity to obtain results at a minimum risk during the off season.

Some stations with whom we do business bill us for a much greater amount than they normally would obtain from a straight timebuy. This unquestionably is to their advantage because they've produced the results and are being paid accordingly.

Many factors are contingent upon a successful station operation, and P. I. business should be acceptable. Mail order advertising is a sound test of a station's ability to produce results. An advertiser can only keep advertising when he gets results.

If a mutually profitable arrangement, on the basis of productivity, is unethical, then P. I. business is unethical.

GENERAL ELECTRIC Co. has announced that its Electronics Dept. will have its annual vacation shutdown from July 1-17 inclusive.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

Technical

GRANVILLE KLINK has been promoted to assistant supervisor of WTOP Washington technical staff. He will be in charge of station's Arlington, Va., FM transmitting plant. Mr. Klink has been with station for 12 years.

JAMES MADISON BURKE, assistant chief engineer at WAAM (TV) Baltimore, has been promoted to chief engineer. He succeeds WARREN BREUN, who resigned recently. Prior to joining WAAM, Mr. Burke was with Commercial Radio Institute, Baltimore.

JOHN H. BATTISON, assistant chief allocations engineer at ABC, has resigned to join *Tele-Tech*, video and communications engineering magazine, as associate editor.

DANE ULRICH has joined engineering staff of WOAI San Antonio. He was formerly with WMRI (FM) Marion, Ind., as chief engineer.

HERBERT F. McGAFFEY has joined engineering department of KFI Los Angeles. He was formerly on engineering staff at Lockheed Aircraft Corp., Los Angeles.

CHARLES WHITE, laboratory worker at WBAP-TV Fort Worth, has announced his marriage.

CONRAC Inc., Glendora, Calif., has announced new 10 and 12 inch television set, trade-named "Television by Conrac," which will be made available to dealers as chassis only. Set was originally designed for television monitoring operations.

ALLIED RADIO Corp., Chicago, has announced new improved model of its "Knight" 20-w high fidelity amplifier. It features wide-range response of ± 1 db, 20-20,000 cps, less than 2% distortion at full output, hum 80 db below rated output, and built-in equalized preamplifier for playing records from any variable reluctance or new-type magnetic cartridge.

ANDREA RADIO Corp., Long Island City, N. Y., has introduced five new TV sets.

WBNS SPOTLIGHT

WBNS FARMTIME FUTURITY SCHOLARSHIP — Geer Parkinson, WBNS program director, presenting the 1949 Farmtime Futurity Scholarship to 18-year old Beverly Worster of Morrow County. This is the fourth year that WBNS has awarded Ohio State University full scholarships to youths who have made outstanding records in agriculture. It is only natural that this station is vitally interested in agriculture. The WBNS listening area extends over one of the richest farming sections of the state and WBNS programs bring enthusiastic response from the rural listeners of Central Ohio.

•

ASK LEROY MORRIS OF HOLIDAY SWEETS ABOUT WBNS RESULTS

. . . He will tell you of his 17 years successful experience with advertising on this station . . . first as manager of a Columbus department store and now as head of his own business. He says, "We find that a small business can and does achieve remarkable results on a minimum expenditure for advertising. Further, we operate in the quality field and find WBNS well adapted to telling our 'Quality' story" . . . Yes, sales in Central Ohio are spelled WBNS.

COLUMBUS—*State capital and the industrial, cultural and business center of Central Ohio.*

COVERS CENTRAL OHIO

WBNS

POWER 5000 D•1000•N CBS

ASK JOHN BLAIR

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Immediate opening— Commercial manager for south Georgia station. Top salary, must be able to sell. Must send complete information first letter, plus disc and picture and three references. Must have experience. Also, one experienced announcer with initiative. Box 488B, BROADCASTING.

Southern kilowatt daytime desires combination manager-commercial manager who wants to make up to $10,000 year and who can sell rural radio. Box 553B, BROADCASTING.

Wanted—Alert national representative for established regional outlet in Ohio. Independent, fulltime with powerful FM side recently added. 100% duplication, programmed for territory served which is one of fastest growing in country. Address replies Box 580B, BROADCASTING.

Commercial manager for mid-west 250 watt fulltime independent station. Medium sized town. Complete information and picture must accompany first letter. Box 603B, BROADCASTING.

Salesmen

Wanted—Salesman. South Georgia station wants progressive salesman. Small market, but good opportunity. Good salary for man who can produce. All inquiries answered. Box 469B, BROADCASTING.

Wanted—Progressive, industrious salesman and sales manager, for new progressive midwestern 5,000 watt independent station, in half-million market. High percentage paid. Must be hustler. Box 478B BROADCASTING.

Salesman, Prefer one with program and field experience. No floaters. Good permanent proposition. Give all information first letter. Box 554B, BROADCASTING.

Salesmen wanted — Fulltime. Large midwestern market. Box 561B, BROADCASTING.

Experienced salesman—A leading network station, AM and TV, in southern city of over 500,000 has a place for an experienced salesman. Salary and bonus arrangement. Please send complete information, picture and references in first letter. Box 583B, BROADCASTING.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Announcer-operator, first class. Experienced. Montana station. Top wages. Permanent. Airmail Box 471B, BROADCASTING.

Mutual affiliate in highly desirable city needs young experienced announcer capable handling news and sports. Moderate starting salary. Opportunity for advancement. No long distance calls or discs. Give pertinent data including references, number dependents, if any, etc. in first letter. William T. Kemp, KVFR, Box 1388, Albuquerque, New Mexico.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Technical

Immediate position for experienced engineer-announcer. 40 hour week 1 kw net affiliate. Experience necessary. Contact Farle Russel at KXOB, Stockton, California.

Production-Programming, others

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Help Wanted (Cont'd)

Program director. Experienced newscaster and special events man desired. $70 plus talent. Large midwestern market. Box 552B. BROADCASTING.

Program director for midwest 250 watt fulltime independent station. Medium sized town. Complete information and picture must accompany first letter. Box 604B, BROADCASTING.

Situations Wanted

Managerial

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Manager—Completely qualified station and commercial manager desires advancement. Have had excellent success in small station in highly competitive market. Will arrange interview. Box 486B, BROADCASTING.

Asst. or general manager—Successful record. Ten years manager network affiliate plus ten years experience all departments. Interested in permanency with stable, progressive organization. Box 507B, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best of references. Write Box 515B, BROADCASTING.

Manager, 18 years experience in radio wants opportunity to prove ability. Experience runs from local stations to major networks. Family man, will go anywhere in country for right opportunity. Can furnish top references. Box 551B, BROADCASTING.

Here's opportunity to improve your operation. Twenty year man in radio, experienced in management, programming, sales, available now for key position in progressive station, AM or TV. Box 558B, BROADCASTING.

General manager, independent station, past 5 years, previously salesman, network station. Knowhow to get business. Best references. Box 569B, BROADCASTING.

Station—program manager. 14 years experience—programming, sales, special events, sports, station promotion, personnel-farm and home. Desires permanent spot small operation. 39, married. $500 minimum. Box 584B, BROADCASTING.

Manager: Ten years all phases radio. Good reason desire change. Box 592B, BROADCASTING.

Manager or program director. Radio or television. Presently program director television station drastically curtailing operation. Nine years comprehensive radio. Administrator with showmanship. Outstanding announcer. Young family man. Excellent record. Southeast. Box 595B, BROADCASTING.

Experienced manager, successful in all phases of radio. Outstanding program background in highly competitive markets. Interested in station management in medium sized market. Family man, 37, conscientious, energetic. Will produce top ratings plus top profits. Box 596B, BROADCASTING.

Strong on sales, programming, promotion, personnel. Can get your station in black. Have done so for others. Am at top presently. Want opportunity sales, salesmanager, manager. Thirteen years experience, network-independent. References. Married, two children, sober. Available for interview California and adjacent states. Box 605B, BROADCASTING.

Salesmen

Experienced air salesman with television training wants position progressive station, preferably west or southwest. Good references. Also competent announcer. Box 552B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced time and space sales. Also announcing. Young college graduate desires better market. Midwest or east. Box 578B, BROADCASTING.

Salesman-announcer: young personable married man; 2 yrs. college, 3 yrs. commercial announcing all phases. Desires to enter sales field. Complete background summary and references immediately upon request. Box 593B, BROADCASTING.

5 years success in sales; 3 continuous years with 5 kw; B. A. in advertising; write selling copy; am married, car owner; excellent references; available mid-August. Box 602B. BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Announcer, experienced, news disc shows, etc. Can do play-by-play baseball. Want immediate change. Prefer midwest. Married vet, presently employed. Best references. Box 468B, BROADCASTING.

Announcer—Experienced, married man desires steady position with progressive organization in northeast. Available immediately. Box 489B, BROADCASTING.

Announcer—Two years college, single, age 21. Good voice, best training, operate console. Want initial break to get needed experience. Box 512B, BROADCASTING.

Only New England states immediately available 2 years radio training. 3 years experience staff announcing in heavily commercialized areas. Independent, Mutual and Columbia affiliate. Excelling in commercial reading, play-by-play (5 sports) disc jockey, shows (morning-night) can script commercials, music and sport shows. Will work only for a progressive, productive station. Will answer all offers. Disc and background data on request. Box 542B, BROADCASTING.

Announcer—Willing, ambitious. Desires more experience. Presently engaged air checks. Box 545B, BROADCASTING.

Announcer—Experienced, capable newscaster, disc jockey, general staff man. Married vet. Good ref. Box 546B, BROADCASTING.

Announcer — Experienced. Presently employed 1000 watt NY station. No specialist, just good all-round staff man, emphasis on commercials. Northeast stations only. Disc on request. Box 547B, BROADCASTING.

Experienced sportscaster. Play-by-play baseball, staff. Box 548B, BROADCASTING.

Available in August—Competent sportscaster—experienced in play-by-play and writing for sports page of daily. Speech major, veteran, 27, married. What's your offer? Box 549B, BROADCASTING.

Announcer with new car, three years experienece, network training, top references. Box 550B, BROADCASTING.

Announcer—Continuity, 23, 5 years acting on Hollywood networks, college education, studied announcing at radio school. Box 555B, BROADCASTING.

I desire a position as a play-by-play announcer. Have had 2½ years experience with play-by-play in baseball, football, boxing, basketball, also staff announcing and all phases production work. I am now program director of KRBC, 5000 watt station serving west Texas, but desire opportunity elsewhere. Box 565B, BROADCASTING.

Announcer—Handle all types of shows. Network and independent operation. Sixteen months experience. Specialties, disc jockey and newscaster. Know programming. Box 568B, BROADCASTING.

Announcer—Some experience, schooling, ambitious, wants to work hard and settle down. Box 570B, BROADCASTING.

Announcer, announcer-engineer. I'm a married 25 year old veteran who has learned radio the only way—that's by "doing" in small stations. I'm interested in a city of 75,000 and up and a salary of $65.00 plus talent. I'm best suited for DJ shows and commercials. A disc and full information awaits at Box 572B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-copywriter experienced in all phases broadcasting wants job in midwest station. Recommendations on request. Box 576B, BROADCASTING.

Announcer, 23. College graduate, single, reliable, one year commercial experience. Some copy writing. Excellent references. Box 579B, BROADCASTING.

If you want a voice, I've got it—plus five years experience, including network, Midwest preferred. Box 581B, BROADCASTING.

Fired—others, maybe, but not I. 'Cause I'm a dependable announcer with three years in all phases of radio Some acting, fair singing voice, speak Spanish almost as good as English. Prefer metropolitan area. Box 585B, BROADCASTING.

Announcer—experienced all phases staff work, specializing in sports and play-by-play. Year and a half experience at Mutual station. Now employed. Box 588B, BROADCASTING.

Announcer: Thoroughly experienced; rural programming, news specialty, family man. Desire permanent position in midwest. Favor small city. Box 590B, BROADCASTING.

California take note. Experienced announcer-newscaster-DJ now pleasantly employed but mother needs change of climate. Top references. Network experience. Not interested in two-bit stations. Box 607B, BROADCASTING.

Announcer-musical director, sports editor, copy. Operate board, married, 25, available immediately. Box 608B, BROADCASTING.

Sportscaster: Three years staff announcer. Year sports show. Desires play-by-play. Good baseball, football, basketball knowledge. First class license. College degree. Young, single. Prefers Texas. Disc, photo on request. Box 610B, BROADCASTING.

Announcer-engineer. Employed with net affiliate 9 months. Combination experience. Have good mail pull and DJ shows and remotes. Want more college to advance with radio. Midwesterner, 28, single, will travel. Box 606B, BROADCASTING.

Newscaster—Graduate School Radio Technique-DJ and commercial disc on request. Will travel. Edward Egan, Oregon, Wisconsin.

Ten years microphone experience, news, special programs, everything but sports. Age 33. Desire some selling. West of Mississippi. Byron McCall 401 North Oliver, Wichita 8, Kansas.

Experienced announcer available for your staff. Single, best of references, photo and disc on request. Write Robert J. Nelson, 3224 East 24th St., Minneapolis 6, Minn.

Station managers — The Pathfinder School of Radio Broadcasting is sending out the best-trained announcers and writers available. Sixty-seven stations in twenty-three states have employed our graduates. Starting salary forty to fifty dollars a week. 1329 Oak St., Kansas City, Missouri. Harrison 0473.

Available immediately announcer, 20 months at present station. Desire change in location. Married, reference. Disc on request. Contact Clifford Roth, 1901 10th Ave. E., Decatur, Ala.

College-trained announcer-writer-newsman with good background in music and world affairs wants opportunity to help you and himself. For further information write Al Sugarman, 56 Gaviota Way, San Francisco 16.

University of Florida radio speech graduate desires announcer position. Inexperienced. No bad habits to unlearn. Mould me the way you want. Stanley E. Turegano, 5011 Prytania St., New Orleans, La.

Technical

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Desire position in midwest. Available immediately. Box 402B, BROADCASTING.

Engineer—22, single, first phone and second telegraph. Transmitter experience 250 w. Available immediately. Box 517B, BROADCASTING.

Engineer—11 years radio experience chief or combination or both. Prefer southwest. Will invest. Family man, 29. All inquiries answered. Box 557B, BROADCASTING.

Engineer, graduate of announcing class. Wants job as combination man. Three months experience at console, transmitter. Remotes and recording. Will consider all jobs any where. Box 560B, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Presently employed, desires change to progressive station. 12 years engineering experience in AM & FM. Having installed 2 new stations. Best references. Prefer southeast. Box 566B, BROADCASTING.

Combination engineer-announcer. 1st phone. 12 years engineering, 4 years announcing. Presently employed desires change to progressive station. Available immediately. Best references. Prefer southeast. Box 567B, BROADCASTING.

Engineer—Over seventeen years experience, all phases, all powers, married, excellent personal and professional references. Have car, location and housing irrelevant. Your letter will bring prompt action. Box 571B, BROADCASTING.

First phone, single vet desires any radio position any location. Box 575B, BROADCASTING.

Serious-minded June university graduate. Knows board. Need job. Anywhere. Disc, photographs ready. Write Box 577B, BROADCASTING.

Engineer experienced installation and maintenance. Graduate CREI, Washington, D. C. One other radio school. All license, amateur. No combination work. Married. Box 611B, BROADCASTING.

First Phone, 22 months with 250 watt station. Available immediately. Desire progressive station. Box 612B, BROADCASTING.

First Class phone, license. Single, will travel. Veteran. Box 613B, BROADCASTING.

First Class phone—Jr. Engineer, no experience, willing to travel. Sam Breskend, 407 Christopher Avenue, Brooklyn 12, N. Y.

Engineer, one year broadcast experience desires position. Know console operation. Some announcing. 1st Cl. phone excellent references. Single have car. Available immediately. R. K. Graves, 314 W. Third Street, Frankfort, Kentucky.

Transmitter technician, 15 months experience. Graduate 2 technical schools. Go anywhere. Prefer near engineering school. Amateur. Harry T. Hubbart, 1913 South 10½ Street, Springfield, Illinois.

Engineer—Experience in FM-AM 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Available immediately. Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Lewis Sherlock, Box 1161, Plainview, Texas.

Engineer, 1½ years experience transmitter, remotes. Graduate RCA. Now employed. Box 615B, BROADCASTING.

Engineer, first phone, 1 year experience, car, seeks permanent position Box 614B, BROADCASTING.

Production-Programming, others

Experienced continuity writer servicing by mail. Institutional copy a specialty. Box 403B, BROADCASTING.

Friendly, dependable, alert writer, combination man, TV and radio. Production, programming, some announcing. Topnotch commercials, continuity, complete show. Box 543B, BROADCASTING.

Available immediately, man 45. University graduate, 22 years newspaper and radio experience. Capable of writing, editing and delivering distinguished local news programs. Holder two national radio awards for news writing. Prefer east or south. Photo, transcription on request. Box 564B, BROADCASTING.

Sports director, play-by-play all sports. Writing experience, also experienced staff announcer. Presently employed but opportunity-less. Married & dependable as references will show. Box 574B, BROADCASTING.

Highest caliber network news analyst, newscaster, editor, 16 years foreign, domestic experience, wants permanent change to far west, preferably college-town where possibility also teaching radio journalism. Highest references. Box 586B, BROADCASTING.

Situations Wanted (Cont'd)

Newsman— Two years commercial radio experience. Thoroughly experienced news-writing, reporting, editing, announcing. Also, considerable work editing tape, writing documentaries. Currently employed as news-editor small station. Box 556B, BROADCASTING.

Experienced girl Friday desires change. Bonafide reasons. Administrative, programming, continuity, traffic, public relations, air work. Box 594B, BROADCASTING.

Program director with outstanding record in highly competitive metropolitan markets desires to make change. Interested in locating in competitive metropolitan market. Substantial salary requirements—but results will justify. Box 597B, BROADCASTING.

Six years experience radio continuity, newspaper work, magazine advertising. Desire continuity position with metropolitan station. Concrete evidence of qualifications available. Call collect Canal 6-7624, Chicago. Box 599B, BROADCASTING.

Writer-radio, television. Experienced June college graduate wants a start. Single. Can announce. Box 600B, BROADCASTING.

Woman commentator—news, sports, fashions. Proven sales results. Age 35, single. Formerly network singer, also radio executive experience. Presently employed but desire change of location. Interview, records, pictures on request. Box 601B, BROADCASTING.

Ambitious young woman—college graduate. Extensive training all phases radio. Can write continuity, handle women's, children's programs. Good air voice—versatile, hard worker. Salary secondary. Box 589B, BROADCASTING.

Station manager's enthusiastic letter on character, ability tells my story. Journalism grad. 250 experience, report, write, edit, read news. Box 617B, BROADCASTING.

Program director. Presently employed. Desires change to medium AM market. Available on two weeks notice. Box 616B, BROADCASTING.

Television

Announcer

Announcer-director of proven versatility. Thoroughly experienced all phases of broadcasting. Stage and director experience. Desire change to station with TV future. Box 609B, BROADCASTING.

For Sale

Stations

Profitable daytime and FM station in major South Atlantic market. Television and fulltime applications pending. Price $110,000. Box 540B, BROADCASTING.

1000 watt, fulltime regional station, value $100,000.00. Will trade for middlewest or western farm or property. Box 316B, BROADCASTING.

Florida daytime station in metropolitan market with exceptional coverage on good regional frequency. Power increase and fulltime indicated. $47,000. Box 482B, BROADCASTING.

Texas 1000 watt daytimer, priced for quick sale with $10,000 down. Box 541B, BROADCASTING.

Oklahoma 250 watt daytime showing profit. $20,000 cash. A real buy. Box 582B, BROADCASTING.

Equipment, etc.

For Sale—Four Collins 20 F AM transmitters for 250 or 500 watt broadcast operation, $1200 each. Also two Collins 20F 1000 watt broadcast transmitters, $2300 each, all used but in excellent condition guaranteed to meet all FCC performance specifications. Also six Collins audio racks containing 6F preamp, 7R monitoring and 7S line amplifier, $200 each. Box 563B, BROADCASTING.

New FM station applicants and engineering consultants. If you plan to place your FM antenna on top of the present tower installation. We can offer you a practically new isocoupler at a low price. Write Frank O. Myers, Manager, KCMC-FM, Texarkana, Tex.

For Sale (Cont'd)

Must sell one (1) Western Electric 25B console with power supply and new junction boxes. Also for sale in portable case, one (1) 6N-disc recording table with-1D-cutter head. First reasonable offer accepted-KCSJ Pueblo, Colorado.

Complete 250 watt standard broadcast and 3 kw FM consisting of following: RCA 250K transmitter, Western Electric 504-B2 transmitter, 399 ft. Ideco guyed tower with WE 54-A FM antenna and RCA 76-B console plus all accessories. W. H. Murphree, WABB, Mobile, Alabama.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $215. Presto 87B recording amplifier in case with speaker and tubes, very good condition, half price $160. WBBQ, Augusta, Ga.

Blaw-Knox self supporting square insulated steel tower 304 ft high including beacon make offer. WHEC, Rochester, N. Y.

FM transmitter for sale. RCA FM3A. New. Equipped with RCA FM3A modification kit. Crystals for 107.5 MC channel 298. Transmitter never in service. Best offer. WPFB, Middletown, Ohio.

Two Zenith broadcast models. Cobra pick-up arms complete with associated pre-amps. Used but slightly. Make us an offer. WSSV, Petersburg, Va.

New transmitter—10% off—Brand new 3 kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

Wanted to Buy

General Electric BT-1-A 250 watt FM transmitter with tubes. Give date purchased, usage, lowest cash price. Box 518B, BROADCASTING.

Wanted — 76C or 76B RCA studio consollette in good condition. Please quote age and price in first letter. Box 544B, BROADCASTING.

Two station managers want to buy station. Have 15 G's cash down, and terms. Desire southwest, west or northwest. Will consider CP. Box 598B, BROADCASTING.

Employment Service

Immediate openings for: 24 engineers to announce, to $75, 8 announcers to $65 plus talent, 14 salesmen to $15,000, 7 transmitter engineers to $70, 2 womens directors to $75: 5 managers to $10,000: 12 women copywriters to $55. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Managerial

MANAGER-SALES MANAGER
Must know radio and sell at local level on sound long range basis. Take full charge small market single station middle Atlantic network affiliate. Principal owner longtime radio must concentrate on other AM, FM and TV interests. Position offers permanence if stability and leadership in small high class community is desired. Otherwise advancement in due time for good men is principal owners policy. Give full information including salary requirements and photo if possible in first letter. Box 559B, BROADCASTING.

Salesmen

Broadcast Equipment Sales Engineer

Leading manufacturer has opening for qualified broadcast equipment sales representative to headquarter in established divisional office in Dayton, Ohio. Territory includes Ohio and adjacent states.

Attractive proposition with good future for experienced man with past record successful sales work in broadcast equipment.

All replies will be held in confidence. Write Box 514B, BROADCASTING.

Help Wanted (Cont'd)

SALESMAN WANTED

Excellent opportunity for experienced salesman with New England 50 kw network affiliate. Immediate opening. Send outline of experience and photo to

BOX 573B,
BROADCASTING

Situations Wanted

Managerial

WILL TRADE—

successful twenty-two year career for right opportunity with stable, progressive organization. Fully experienced as program director, asst.-manager, general manager 5 kw network affiliate. Broad experience invaluable in time of retrenchment or expansion. Would accept lesser capacity for right opportunity. Identification available from Sol Taishoff or Maury Long at BROADCASTING or write

BOX 533B, BROADCASTING

Technical

CHIEF ENGINEER
B.S.E.E. with following experience:
AM - FM - TV
50 kw and network
Directional arrays
Construction
To arrange an interview please address
BOX 591 B, BROADCASTING

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
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Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

(Continued on next page)

On All Accounts

(Continued from page 12)

ganized, rehearsed and sent overseas more than 20 all-soldier shows, including "This Is the Army."

After separation from the Army in June 1946, by which time he rose to the rank of colonel, he decided to take it easy for a while, before resuming civilian life. Then in October 1946, he joined the Messrs. Shubert, theatrical producers, as their general western representative, retaining that post until joining R & R.

A native of Richfield, Utah, where he was born May 19, 1909, he first went to California at seven, when the family residence was shifted to Los Angeles. Following graduation from Los Angeles Polytechnic High School in 1927, he embarked on a combined work-study program. For employment he started as a property man working at most of the existing motion picture studios while nights he busied himself with three years' study of law at La Salle Extension School.

From property man he advanced to assistant director and also began to develop as a writer. All told he spent about five years on the production end of motion pictures and another year of writing for the movies full-time before shifting to radio. Among his writing efforts were "Wide Shoulders" for RKO, "Easy Pickings" for Warner Bros. and "Dangerous Money" for Columbia, in addition to a number of others upon which he collaborated.

Aside from his movie background, Marv also had a hand in stage production, having directed and managed a number of touring theatrical productions on the West Coast. With stage, motion pictures and radio as an ample base, he is now ready for television.

When Maruska Petrasek, Czech actress, went to Washington to perform war work for the U. S. government, little did she know that she also was destined to meet up with her life's work. After appropriate courtship, she reccognized the fact and they were married July 16, 1944.

Today they live in the suburban San Fernando Valley together with their three-month-old daughter, Shari.

Marv's most serious hobby is writing, followed closely by wood carving, cabinet making—and fishing, golf or tennis when time permits.

Organizationally, he serves as commanding officer of the Armed Forces Radio Service Reserve Unit in Hollywood for the Air Force and Army. In addition he is a member of the national radio committee of the Community Chest as well as a member of the Hollywood Advertising Club.

For Sale

FOR SALE

1. Truscon H-30 286 foot self-supporting tower, will support 4 bay FM or TV antenna, brand new, never erected, complete in every detail with A-3 lighting, base insulators and all hardware— $4500.
2. GE BT-1-A 250 watt FM transmitter, brand new, complete with two sets of tubes— $1250.
3. GE BY-2-B 4 bay FM antenna, brand new— $900.
4. Presto/Rexair model "B" suction equipment for dual recorder used less than ten hours— $125.
5. WE universal reproducer set complete with 9A head, 5A arm, 171A and KS10066 filter and switch assembly, used, in good condition — $85.
6. "Wirecorder" complete with tubes, wire and two batteries, used, in good condition—$75.
7. WE 23-C console, complete with tubes and WE relay power supply, used in good condition— $200.
8. RCA Varacoustic microphones, 2, used, good condition— $15 each.
9. Brush PL-20 pickups with cartridges, new $15, used $10.00.

All prices quoted FOB.

WHHH

2nd Nat'l Bank Bldg., Warren, Ohio

NEWSPAPER OWNED STATION

One kw daytime—3 kw FM in one of largest downstate Illinois industrial and agricultural markets. Owners must devote fulltime to newspapers. Only station. Best opportunity for resident management. This is not a distress property. Price $100,000.00. Write Box 587B, BROADCASTING.

THE *Fred A. Palmer* CO.

Columbus, Ohio

Radio Consultants

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Management and Operation

(20 years experience)

● SALES CAMPAIGNS

● SALES TRAINING

● SALES PROMOTION

Post Office—Box 108, Worthington, Ohio

Telephone—Worthington 2-7346

WELCOMING Thomas Hamilton (l) who joined CBS Network Sales Dept. June 20 as an account executive, is John J. Karol, network's sales manager. Mr. Hamilton has been with ABC, also as an account executive.

CAB OFFICERS

Snelgrove Named President

RALPH SNELGROVE, CFOS Owen Sound, Ont., was elected president and vice chairman of the board of directors of Canadian Assn. of Broadcasters, at first board meeting held following annual meeting at St. Andrews, N. B. [BROADCASTING, June 20]. William Guild, CJOC Lethbridge, was elected chairman of the board following the annual meeting. This puts two young Canadian broadcasters in their mid-thirties at the helm of the industry.

At CAB board meeting at St. Andrews June 17, Clifford Sifton, CKRC Winnipeg, and Gordon Love, CFCN Calgary, were elected to board of trustees.

Place of 1950 annual meeting was decided as Royal Connaught Hotel, Hamilton, Ontario, March 27-30.

WOXF TAKES AIR

Fulltime Outlet on 1340 kc

FORMAL opening of WOXF, new fulltime standard station at Oxford, N. C., was held early this month. Owned and operated by the Oxford Broadcasting Corp., the independent station operates on 1340 kc with 250 w. Prominent citizens participated in the June 5 opening, WOXF reports.

Jimmy Childress, formerly with WKBC North Wilkesboro, N. C., as manager of its Elkin, N. C., studios, is manager of WOXF. Other staff members include D. K. Walker, commercial manager; Hart Curl, program director; Johnny Morocco, Jim Mahoney and Bill Blalock, announcers; John Parham, traffic manager; Emily Nicholson, continuity director, and Mrs. Durward Hight, receptionist and bookkeeper.

DIVIDEND of 10c per share to be paid Thursday (June 30) to shareholders of record June 20 has been declared by board of WJR Detroit, station reports.

ILL. SEMINAR

World Educators to Attend

LEADERS in educational broadcasting from the U. S. and five foreign countries are scheduled to attend the seminar on educational radio which opens today (Monday) at the U. of Illinois. Sponsored by the Rockefeller Foundation, with Wilbur Schramm, director of the Institute of Communications Research at Illinois, as general director, the seminar will run through July 9, the U. of Illinois announced last week.

Scheduled to participate, in addition to those previously announced [BROADCASTING, June 6], are:

From the U. S.—Waldo Abbot, general manager, WUOM U. of Michigan, Ann Arbor; Graydon Ausmus, general manager, WUOA U. of Alabama, Tuscaloosa; R. J. Coleman, general manager, WKAR Michigan State College, East Lansing; Franklin Dunham, head, division of radio, U. S. Office of Education, Washington; John W. Dunn, general manager, WNAD U. of Oklahoma, Norman; A. James Ebel, consulting engineer on TV and FM, Peoria, Ill.; Earl F. English, associate dean, U. of Missouri School of Journalism and head of facsimile laboratory; Edwin Hellman, director of radio, Cleveland (Ohio) Public Schools System; Richard B. Hull, general manager, WOI Iowa State College, Ames, and president of the National Assn. of Educational Broadcasters; Donald Horton, Carnegie research project on effects of TV, U. of Chicago; George Jennings, director of radio, Chicago Public Schools System; R. R. Lowdermilk, department of audio-visual aids, U. S. Office of Education, Washington; Harold McCarthy, general manager, WHA U. of Wisconsin, Madison; Irving Merrill, general manager, KUSD U. of South Dakota, Vermillion; James S. Miles, general manager, WBAA Purdue U., LaFayette, Ind.; Allen Miller, general manager, KWSC Washington State College, Pullman; M. S. Novik, radio consultant, New York; Burton Paulu, general manager, KUOM U. of Minnesota, Minneapolis; Russell Porter, coordinator of radio, U. of Denver; George Probst, director, Chicago Round Table, U. of Chicago; Thomas Rishworth, director, Radio House, U. of Texas, Austin; William Sener, general manager, KUSU U. of Southern California, Los Angeles; Ralph W. Steetle, general manager, WLSU Louisiana State U., Baton Rouge; Keith Tyler, coordinator of radio, Ohio State U., Columbus; Parker Wheatley, director of radio, Lowell Institute, Boston; Justin Miller, NAB president; Ralph Hardy, KSL Salt Lake City, chairman, NAB committee on educational standards; Robert Hudson, director of public affairs and educational broadcasts, CBS, New York; Seymour Siegel, general manager, WNYC New York.

From Denmark—Mogens K. Jessen, director of educational radio for Denmark; Great Britain—Thomas Baird, American representative, BBC; Japan —Teruko Ihara, director of women's division, planning division, Radio Toyko; Jiro Nanye, chief, program operating board, Radio Toyko; Michio Uda, chief production section, Radio Toyko; Shigenao Nakamura, chief, foreign news division, Radio Toyko; Seiji Shimaura, chief broadcasting section, Radio Osaka; Hiroshi Niino, vice chief, liaison section, Radio Toyko;

From Korea—Kim Ok Yol, women's program announcer, Radio Seoul; Song Young Ho, continuity chief, program director, Radio Seoul; Bae Jun Ho, script writer, Radio Seoul; Park Young Ho, government broadcast planning committee, Radio Seoul; Philippines —Victoria Abelardo, department of audio-visual aids, Philippine Educational System, Manila.

DECCA RECORDS Inc., New York, declared regular quarterly dividend of 12½ cents per share on capital stock payable June 30, to stockholders of record June 16.

FCC Actions

(Continued from page 68)

June 21 Decisions . . .

BY THE SECRETARY

Granted licenses remote pickup stations (heretofore extended on temp. basis to Sept. 1) on regular basis for period June 17 to May 1, 1952. KA-3184, KA-3185, Oregonian Publishing Co. Area, Portland, Ore., Call letters formerly KEIY and KEIZ respectively.

Scripps-Howard Radio Inc., Area of Cincinnati, Ohio—Granted license for new exp. TV relay KA-3570. (Call letters were formerly W8XWAL.)

WLRP New Albany, Ind.—Granted license for new AM station 1570 kc 1 kw D.

WIBX Utica, N. Y.—Granted CP install old main trans. at location main trans. to be used for aux. with power of 250 w unl. DA-1.

WKST New Castle, Pa.—Granted request to cancel CP for increase in power, install new trans. and make changes in DA-N and dismissal of application for mod. CP for extension of completion date.

W K V A Lewistown, Pa. — Granted mod. CP for approval of ant. and trans. locations, and change type trans.

WINA Charlottesville, Va.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

Following granted mod. CPs for extension of completion dates as shown: KBTV Dallas to 9-15-49; KA2XAQ Kansas City, Mo., to 11-7-49; KA-3571 Area Minneapolis to 10-31-49; WTCN-TV Minneapolis to 10-31-49; WLOW Norfolk, Va., to 12-28-49; WKVM Arecibo, P.R., to 9-15-49; KONO-FM San Antonio to 12-28-49; WLAV-FM Grand Rapids, Mich., to 1-12-50; WLYN-FM Lynn, Mass., to 12-21-49; WADW-FM New Orleans to 1-30-50; WHMA-FM Anniston, Ala., to 1-23-50; W2XGW Alpine, N. J., to 6-19-50; WNBK Cleveland to 10-15-49; KYOS Merced, Calif., to 9-7-49; KGAN Kingman, Ariz., to 10-1-49; KTRB KTRB-FM Modesto, Calif., to 12-15-49; KYW Philadelphia to 7-13-49; KVME Merced, Calif., to 8-17-49; KSDO San Diego, Calif., to 1-13-50; WJPF-FM Herrin, Ill., to 9-30-49; WDHN New Brunswick, N. J., to 1-13-50; WHDH-FM, Boston, Mass., to 7-4-49; WCFC Beckley, W. Va., to 9-16-49; WLAB Lebanon, Pa., to 11-29-49; WNLO New York to 1-5-50; KLEE-TV Houston, Tex., to 7-1-49; KMLB Monroe, La., to 12-13-49; WGST-FM Atlanta, Ga., to 1-1-50; KNBC-FM San Francisco to 10-12-49; KMAR Bakersfield, Calif., to , 1-3-50; KWKH-FM Shreveport, La., to 12-15-49; WJLB-FM Detroit to 11-1-49; KMPC-FM Los Angeles to 12-1-49; WWOD-FM Lynchburg, Va., to 1-1-50; WQDI Quincy, Ill., to 7-9-49.

WXYZ-TV Detroit—Granted license for new commercial TV station.

KTXN Thomas G. Harris, individually and as trustee for Hardy C. Harvey, et al., Austin, Tex.—Granted license new AM station 1370 kc 1 kw D.

WNOK Columbia, S. C.—Granted license install new trans.

KTAT Frederick, Okla.—Granted license new AM station; 1570 kc 250 w D.

WOI-FM Ames, Iowa—Granted license new FM station; Chan. 211 (90.1 mc) 15.5 kw; ant. 530 ft.

WPRS Paris Bcstg. Co., Paris, Tenn.—Granted request to cancel CP new AM station and delete call letters.

KIT Yakima, Wash.—Granted mod. CP change type trans.

WCCP Savannah, Ga.—Granted mod. license change name of licensee to Carter C. Petersen tr/as Dixie Bcstg. Co.

The Conestoga Television Assn. Inc., Lancaster, Pa.—Granted CP for reinstatement of CP new exp. TV station KG2XBI. (Call letters formerly W3XBR.)

W N W W North Adams, Mass.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

American Colonial Bcstg. Corp., Area of Arecibo, P.R.—Granted mod. CP for extension of completion date to 9-15-49 for relays WKVN WKBM.

KLEE-TV Houston, Tex.—Granted license covering change in studio location.

WJMJ Philadelphia—Granted license for new standard station 1540 kc 1 kw D.

WKMO-AM-FM Kokomo, Ind. and WLCG Dearborn, Mich.—Granted request of Kokomo Bcstg. Corp. for cancellation of licenses and deletion of call letters of standard and FM stations and for dismissal of application for involuntary assignment of licenses to Harry O. Davis, receiver, in accordance with requests for cancellation of licenses and to vacate CG and delete call letters for new FM station WLCG.

Rawlins Bcstg. Co., Rawlins, Wyo.—Granted CP for new remote pickup KOA-21.

WPOE Elizabeth, N. J.—Granted license for new FM station Chan. 244 (96.7 mc) 1 kw 150 ft.

KWOW Radio Station WOW Inc., Omaha, Neb.—Granted request to cancel CP for new FM station.

WBRY-FM American Republican Inc., Waterbury, Conn.—Same.

KFXM-FM Lee Bros. Bcstg. Corp., San Bernardino, Calif.—Same.

WVNA-FM Scripps-Howard Radio Inc., Indianapolis—Same.

West Central Bcstg. Co., Peoria, Ill.—Granted CPs and licenses for new remote pickups KQA421 KA3138.

Hays County Bcstg. Co., Area San Marcos, Tex.—Granted CP for new remote pickup KA-2025.

W G T R Worcester, Mass.—Granted mod. CP to change studio location.

WKBS Oyster Bay, N. Y.—Granted mod. CP to make changes in vertical ant. and change type trans.

Tell City Bcstg. Co., Tell City, Ind.—Granted CPs and licenses for new remote pickups KA-3541 KA-3542.

Charles R. Love, Area of Calexico, Calif.—Granted CP new remote pickup KA-3543.

Brownsville Bcstg. Co., Area Brownsville, Tex.—Same KA-3540 KA-790.

WFEC Miami, Fla.—Granted mod. CP change type trans. and make change in ant. and ground system.

June 21 Applications . . .

ACCEPTED FOR FILING

AM—870 kc

KIEV Glendale, Calif.—CP to change from 870 kc 250 w unl. to 870 kc 10 kw unl.

AM—1050 kc

WGAY Silver Spring, Md.—CP to change from 1050 kc 1 kw D to 1050 kc 1 kw-D 500 w-N DA-N.

AM—1310 kc

KOKX Keokuk, Iowa—CP to change from 1310 kc 250 D to 1310 kc 1 kw-D 500 w-N DA-2.

License for CP

WRUF Gainesville, Fla.—License for CP for change in hours, install new trans. etc.

SSA—810 kc

WCEC Rocky Mount, N. C.—Request for SSA to commence operation 5 a.m. EST with 1 kw.

AM—1050 kc

Easley Bcstg. Co., Easley, S. C.—CP new AM station 1490 kc 250 w unl. AMENDED to request 1050 kc 250 w D.

License for CP

WRXW Louisville, Ky.—License for CP new FM station.

CP to Reinstate CP

WWON-FM Woonsocket, R. I.—CP to reinstate CP new FM station.

TENDERED FOR FILING

AM—1410 kc

K T F S Texarkana, Tex.—CP to change from 1400 kc 250 w unl. to 1410 kc 1 kw-D 250 w-N.

June 22 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KFXD-FM Nampa, Ida.—Granted renewal of license for period ending Dec. 1, 1951.

KVI Seattle, Wash.—Granted renewal of license for period ending May 1, 1952.

Proposal Vacated

In report and order, Commission vacated its proposal of March 23, to amend Part 3 of its rules and regulations to make special provision for standard stations in Virgin Islands, declared proposal not adopted, and terminated proceeding (story page 61).

FM Allocation

Made final its proposal of May 5 to amend its revised tentative allocation plan for Class B FM stations by ordering that effective Aug. 1 Channel 222 be deleted from Greensboro, N. C., and added to Ashboro, N. C.

Mod. STA Denied

WHEN Syracuse, N. Y.—Denied request for mod. of STA to increase vis. power from 15 kw to 26.7 kw and granted extension of present STA for 90 days; advised WHEN that in view of its rejection of partial grant of Jan. 26, its application for increased power is being placed in pending file; requested WHEN to advise Commission within 30 days whether or not it will proceed immediately and diligently with construction of facilities and at site authorized in CP; if not, whether it desires to accept Jan. 26 partial grant; in meantime action on application for extension of completion date will be held in abeyance pending receipt of such notification.

Application Pending

KARO Broadcasting Corp. of America, Riverside, Calif.—Advised KARO that its application for mod. CP with amendments will be considered as new application for Channel 6 in Riverside and this application, together with its petition to allocate Channel 6 to Riverside, are being placed in pending file in accordance with terms of television freeze order.

June 23 Decisions . . .

BY COMMISSION EN BANC

Hearing Ordered

WTRR Sanford, Fla.—Ordered hearing on application for assignment of license to Myron A. Beck.

WCMW-AM-FM Canton, Ohio.—Ordered hearing on application for transfer of control from M. R. Schneider, Arnold Gebhart, J. L. Amerman, E. A. Mahoney and Royal C. Lister to S. L. Huffman and K. B. Cope.

KDLK Del Rio, Tex.—Ordered hearing on application for assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett d/b as Del Rio Bcstg. Co. to new partnership consisting of Martin Rose Jr. and E. M. Haigler.

License Surrendered

San Diego Bcstg. Corp. San Diego, Calif.—Granted request to surrender license of KYOR and continue operation of KUSN while constructing fulltime station under recent assignment of permit for KYOR.

Hearing Designated

Prairie Radio Corp., Lincoln, Ill.—Designated for hearing application for new station on 1370 kc 500 w D; made WTTS Bloomington, Ind., WEEK Peoria, Ill., and KDTH Dubuque, Iowa parties to proceeding.

Changes Granted

WDEL Wilmington, Del.—Granted CP make changes in DA to accommodate FM and TV ant., to change DA and change trans. location; eng. cond.

Hearing Designated

KFBC Cheyenne, Wyo.—Designated for hearing application for change from 1240 kc 250 w unl. to 710 kc 5 kw N 10 kw-D DA-2.

Modification of CP

KROD El Paso, Tex.—Granted mod. CP to specify increased tolerances in certain minima of DA-N to provide operational safety factor and eliminate CP requirement for 92 degree radial and delete 92 degree monitoring point; eng. cond.

Hearing Designated

WCUM Cumberland, Md.—Designated for hearing application for mod. license change from 100 w to 250 w; made WARD Johnstown, Pa., party to proceeding.

WKNX Saginaw, and Booth Radio Stations Inc., Grand Rapids, Mich.—Designated for consolidated hearing application of WKNX to change operating assignment from 1210 kc 1 kw to 970 kc 1 kw DA-N, unl. and Booth Radio Stations Inc. for new station at Grand Rapids 970 kc 1 kw DA unl.; made WICA Ashtabula, Ohio, and KLER Rochester, Minn., parties to proceeding.

Motion Granted

WWST Wooster, Ohio—Waived Sec. 1.389 of Commission's rules and granted motion to enlarge issues in hearing re application to mod. license from 500 w to 1 kw, to include issue: To determine type and character of program service proposed to be rendered and whether it would meet requirements of populations and areas proposed to be served; further ordered on Commission's own motion that issue No. 6 be added: To determine type and character of program service rendered by WWJ Detroit and WICA Ashtabula.

June 23 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

James L. Killian, Fort Payne, Ala.—CP new AM station 1290 kc 250 w D AMENDED to request 1290 kc 500 w D.

(Continued on page 76)

Mike Talks Back

RADIO'S first "talking mike" is claimed by WSM Nashville in reporting an incident of utter confusion during a recent rehearsal. Rod Brasfield, comic star of WSM and the Prince Albert-NBC *Grand Ole Opry*, was the victim of this radio robot. After going through a rehearsal of his routine, the comedian paused for laughter. Before he could begin the next gag, a small voice issued from the microphone with "I'm tired, Brasfield, snap it up will you." The cast collapsed with laughter as words continued to pour from the mike. Order was restored, the station reports, after it was discovered that WSM engineers, Jack Hopkins and Elmer Alley, had rigged a two-inch loudspeaker in a standard mike.

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This situation presents a sound opportunity for definite expansion and an important increase in gross and net. Realistically priced—$85,000.00. Financing arranged.

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MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

FCC Actions

(Continued from page 75)

Applications Cont.:

AM—1230 kc

Waynesboro Bcstg. Co., Waynesboro, Pa.—CP new AM station 1540 kc 1 kw D AMENDED to request 1230 kc 250 w unl.; change studio to Carbondale, Pa. and change name to Robert G. Adams and Roy T. Merkel d/b as Carbondale Bcstg. Co.

AM—1590 kc

WPWA Chester, Pa.—CP to change from 1590 kc 1 kw D to 1590 kc 1 kw unl. DA-N.

AM—1280 kc

WMBL Morehead City, N. C.—CP to change from 740 kc 1 kw D to 1280 kc 1 kw D.

AM—1070 kc

Arecibo, P. R.—Mod. CP change frequency, increase power etc. AMENDED to request 25 kw from local sunrise to sunset at San Jose, Costa Rica, in lieu of 10 kw after sunset and 25 kw from sunrise to sunset.

License for CP

License to cover CP new AM station: WERI Westerly, R. I.; WSPC Anniston, Ala.

AM—1490 kc

WKMA Quitman, Ga.—CP to reinstate CP new AM station 1490 kc 250 w unl.

License Renewal

Request for renewal of license new AM station: WJTN Jamestown, N. Y.; WVOS Liberty, N. Y.

Modification CP

Mod. CP new FM station for extension of completion date: WJIZ Hammond, Ind.; WBBB-FM Burlington, N. C.; WSVS-FM Crewe, Va.; KPOR Riverside, Calif.; KBUR-FM Burlington, Iowa; KWPC-FM Muscatine, Iowa; WHEC-FM Rochester, N. Y.; WBCA Schenectady, N. Y.; KUHF Houston.

License for CP

WESB-FM Bradford, Pa.—License for CP new FM station.

License Renewal

Request for license renewal noncommercial educational FM station: WDTR Detroit; WBGO Newark, N. J.

TV—76-82 mc

WTVN Columbus, Ohio—Mod. CP new commercial TV station to change ERP to 6.5 kw vis. 3.25 kw aur. AMENDED to request 6 kw vis.

TENDERED FOR FILING

AM—1050 kc

WHLN Harlan, Ky.—CP to change from 1230 kc 250 w unl. to 1050 kc 1 kw-D 250 w-N.

SSA—770 kc

KOB Albuquerque, N. M.—Request for extension of SSA 770 kc 50 kw-D 25 kw-N.

APPLICATIONS DISMISSED

License for CP

WSVS Crewe, Va.—DISMISSED June 21 license to cover CP new AM station.

SPORTS RATE

Protested by Minnesotans

HIGH rates charged by the U. of Minnesota for rights to broadcast sports events were protested last week by the board of the Minnesota Assn. of Broadcasters, headed by John F. Meagher, KYSM Mankato, Minn. The university charges twice the highest daytime hourly rate.

Articles of incorporation for the state association were completed, with annual meeting scheduled Sept. 21 adjacent to the NAB District 11 meeting. Mr. Meagher is District 11 director. The meeting will be held at the Radisson Hotel. Other association officers are C. T. (Swanee) Hagman, WLOL Minneapolis, vice president; Melvin Drake, WDGY Minneapolis, secretary-treasurer.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 23

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,001	1,959	216		421	240
FM Stations	727	359	513	16*	54	30
TV Stations	64	12	106		335	182

*5 on air

CALL ASSIGNMENTS: KGWA Enid, Okla. (Public Bcstg. Service Inc., 960 kc, 1 kw, unlimited, directional); KLMX Clayton, N. M. (Ari-Ne-Mex Bcstg. Corp., 1450 kc, 250 w, unlimited); KNEM Nevada, Mo. (Cecil W. Roberts, 1240 kc, 250 w, unlimited); KWCR Cedar Rapids, Iowa, changed from KCRI (Cedar Rapids Bcstg. Corp.); WGGH Marion, Ill. (Marion Bcstg. Co., 1150 kc, 500 w, day); WPBC Minneapolis (People's Bcstg. Co., 980 kc, 500 w, day); WWHG Hornell, N. Y. (The W. H. Greenhow Co., 1590 kc, 1 kw, day); KSNI(FM) Salinas, Calif., changed from KFML(FM) (Monterey Peninsula Bcstg. Co.); WFMH(FM) Cullman, Ala. (The Voice of Cullman); WWHG-FM Hornell, N. Y., changed from WWHG(FM) (The W. H. Greenhow Co.).

* * *

Docket Actions . . .

INITIAL DECISION

Bloomington, Ind.—Sarkes Tarzian, initial decision to grant application for renewal of license for developmental station KS2XAP (formerly W9XHZ). Initial decision June 21. See story this issue.

Non-Docket Actions . . .

AM GRANTS

Elgin, Ill.—Elgin Broadcasting Co., granted 1410 kc, 500 w daytime. Estimated cost exclusive of land $11,795. Principals in company are: George A. Ralston, WBBM Chicago transmitter engineer, and Jerry C. Miller, auditor for Clayton Mark & Co., Evanston, Ill. Grant is subject to condition that applicant accept interference if any as may be caused by grant of application of WEGS Chicago. Granted June 23.

KRAM Las Vegas, Nev.—Boulder City Broadcasting Co., granted increase from 1 kw daytime to 1 kw daytime and 500 w nighttime, directional. KRAM is assigned 920 kc. Granted June 23.

KCSB San Bernardino, Calif.—Granted change from 500 w daytime to 500 w unlimited, directional. Granted June 23.

WLEE Richmond, Va. — Granted change from 1450 kc, 250 w, sharing time, to 1480 kc, 5 kw unlimited, directional day and night. Granted June 23.

KFJI Klamath Falls, Ore.—Granted increase in daytime power to 5 kw. KFJI presently operates on 1240 kc, 100 w, unlimited, and holds permit for 1150 kc, 1 kw, unlimited. Granted June 23.

WARE Ware, Mass.—Granted modification of license to increase power from 500 w to 1 kw, daytime. WARE is assigned 1250 kc daytime. Granted June 23.

TRANSFER GRANTS

KGFN Grass Valley, Calif. — '49er Broadcasting Co., granted assignment of license to Joe D. Carroll for $15,000. Mr. Carroll has been manager of KMYC Marysville, Calif., since 1942. Principals in '49er Broadcasting Co.: John G. Colling, H. W. Westbrook, John Edwin Keegan, Carlton G. Thomas, Robert T. Ingram and Earl J. Caddy. In application for transfer, license cited heavy losses in operating station as reason for request to withdraw. KGFN operates on 1400 kc, 250 w, fulltime. Granted June 23.

KOKO La Junta and KFST Trinidad, Col.—Granted transfer of control of licensee corporations, The Southwest Broadcasting Co. and Trinidad Broadcasting Corp. respectively, from large group of stockholders to Ellis P. Lupton. Mr. Lupton acquires 63% of stock of KOKO and 32.4% of KFST in which he already owns 25%. Total consideration is $55,750 less adjustments. KOKO is assigned 250 w fulltime on 1400 kc and KFST 1 kw day, 500 w night on 1280 kc. Granted June 23.

WEUS Eustis, Fla.—Granted assignment of license from partnership of C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins to Paul Hunter. Mr. Hunter from 1942 to 1948 was president, publisher and general manager of Liberty Magazine. He is presently part owner of Hunter-Shaw News Agency, Daytona Beach, Fla. Granted June 23.

WNAF Providence, R. I.—Granted assignment of permit from Community Broadcasting Co. to Narragansett Bay Broadcasting Co. Principals in Narragansett, all of whom hold equal interest, are: L. A. Pireri, who holds interest in Providence Auditorium, president; C. J. Fanning, construction business, vice president; James H. Doorley, construction and real estate interest, treasurer; Robert E. Quinn, Superior Court judge, director; George Roche, attorney and real estate, secretary; Michael Deciantis, attorney; S. A. Fanning, publisher W. Warwick, R. I. daily paper and town clerk of Cumberland, R. I.; John E. Moran and John J. McLaughlin 50% owner each in Cumberland Hill Wholesale Liquor Co. and Cumberland Real Estate Co. WNAF operates on 1290 kc, 500 w daytime. Granted June 23.

KCNY San Marcos, Tex.—Granted assignment of license from Charles L. Cain and Merl Saxon d/b as Hays County Broadcasting Co. to new corporation, Central Broadcasting Co. Mr. Cain, who previously held 75% in old firm, has 59% in new corporation; Mr. Saxon, who held 25%, now holds 20%; Jesse Mae Cain, newcomer, holds 1%. 20% of stock is to be sold to new stockholders. KCNY is assigned 1470 kc, 250 w, daytime. Granted June 21.

Deletions . . .

FIVE FM authorizations, one AM license and one AM construction permit were deleted by FCC last week. Total dropouts to date since first of year are: AM 18, FM 115.

FM DELETIONS

WKMO-FM Kokomo, Ind.—Kokomo Broadcasting Co., June 21, CP. Economic.

KWOW Omaha—Radio Station WOW Inc., June 21, CP. Applicant stated in request for withdrawal that reluctance of public to accept FM made further prosecution unwarranted and greater opportunities in field of television presented themselves.

WLCG Dearborn, Mich.—Kokomo Broadcasting Co., conditional grant, June 21. Economic.

WVNA Indianapolis—Scripps-Howard Radio Inc., CP, June 21. Inability to procure transmitter site which would be economically feasible.

KFXM San Bernardino, Calif.—Lee Bros. Broadcasting Corp., CP, June 21. KFXM has been on interim operation but present economic conditions do not justify further operation and area shows little interest in FM.

AM DELETIONS

WKMO Kokomo, Ind. — Kokomo Broadcasting Co., June 21, license. Economic.

WPRS Paris, Tenn.—Paris Broadcasting Co., June 21 CP. Company agreed to surrender permit to FCC in lieu of other AM interests in same city.

New Applications . . .

AM APPLICATIONS

Boonville, Ind. — Boonville Broadcasting Co., 1540 kc, 250 w, unlimited. Estimated cost: $13,435. Henry C. Sanders, sole owner, is 97% owner and president of Projection Adv. Co., Owensboro, Ky; he also is a radio engineer. Filed June 23.

Alamogordo, N. M.—Otero Broadcasting Assn., 1230 kc, 250 w, unlimited. Estimated cost: $8,725. Principals: Norman B. Lassetter, engineer at WFGN Gaffney, S. C., 50%; Louis M. Neale Jr., general manager WFGN, 50%. Filed June 23.

TV APPLICATIONS

Knoxville, Tenn.—Charles S. Cornell, Beverly Hills, Channel 8 (180-186 mc), ERP 30 kw visual, 15 kw aural, antenna height 497.3 ft. Estimated cost: about $160,000, first year operating cost $75,000, revenue not estimated. Mr. Cornell is radio artist and conductor-composer. Filed June 17.

Chattanooga, Tenn.—Charles S. Cornell, Beverly Hills, Channel 10 (192-198 mc), ERP 30 kw visual, 15 kw aural, antenna height 1,050 ft. Estimated cost $160,000, first year operating costs $75,000, revenue not estimated. Filed June 17.

TRANSFER REQUESTS

WBEL Beloit, Wis.—Acquisition of control in Beloit Broadcasters Inc. by Lloyd Burlingham. Principals in present corporation include: Mr. Burlingham, 1/3 owner WAUX Waukesha, Wis., 1/3 Russell G. Salter, 1/3 WAUX, 1/3; and William P. Taylor, senior engineer WLS Chicago, 1/3. Mr. Taylor sells his interest to Mr. Burlingham for $15,000 and cancellation of note held by Mr. Burlingham for $5,973.33. WBEL is assigned 1380 kc, 1 kw, daytime. Filed June 10.

WAAT-AM-FM and WATV (TV) Newark, N. J.—Transfer of control in Bremer Broadcasting Corp. from Yetta Pollack, executrix of estate of Albert H. Pollack to Yetta Pollack in her own right. No transfer or furnishing of funds is involved. On Sept. 25, 1947, Mrs. Pollack was granted control by Commission of Bremer Broadcasting Corp. as executrix after death of her husband. Application seeks approval of full transfer. WAAT is assigned 5 kw daytime, 1 kw nighttime on 970 kc. WAAT-FM operates on Channel 234 (94.7 mc). WATV (TV) is assigned Channel 13. Filed June 16.

KWIK-AM-FM Burbank, Calif.—Involuntary assignment of license and permit from Burbank Broadcasters Inc. to Leslie S. Bowden, trustee in bankruptcy. Corporation was adjudged bankrupt on March 14. Mr. Bowden, attorney, was appointed trustee of

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

estate after giving bond of $5,000. KWIK operates with 250 w unlimited on 1490 kc. KWIK-FM is assigned Channel 232 (94.3 mc). Filed June 16.

KVSF Santa Fe, N. M.—Assignment of license from New Mexico Broadcasting Co. to Santa Fe Broadcasting Co. Inc. Licensee feels it can function better as corporation. Ownership interests remain same. Principals are: A. R. Hebenstreit, S. P. Vidal and N. S. Buchanan. KVSF is assigned 1260 kc, 1 kw, unlimited. Filed June 15.

WBAT Marion, Ind.—Transfer of 150 shares in Marion Radio Corp. from Dr. Ed. E. Schons and William E. Schons to H. G. Hipps, K. A. Botkin and Dr. G. E. Botkin. Transfer took place prior to Oct. 2, 1948, while licensee was unaware of Avco ruling, FCC was told. Dr. Edward Schons and William E. Schons jointly held 50% of stock, which Harry Hipp acquired on behalf of himself and Dr. G. E. Botkin and Kermit A. Botkin. Present holdings: Dr Botkin 10%, K. A. Botkin 10% and Mr. Hipp 30%. John H. Bone, president and 50% owner, retains original interest. Consideration not stated. WBAT is assigned 1600 kc, 500 w, daytime. Filed June 15.

WVMC Mount Carmel, Ill.—Assignment of permit from Charles F. Rodgers tr/as Mt. Carmel Broadcasting Co. to corporation of same name and composed of following: Mr. Rodgers, president and 51%; Charles Vandever, owner of Vandever Motor Sales Inc., 48%; Mrs. Charles Vandever, 0.5% and Mrs. Charles Rodgers, 0.5%. WVMC operates with 500 w daytime on 1360 kc. Filed June 10.

WNOP Newport, Ky.—Acquisition of control of Tri-City Broadcasting Co., by James G. Lang. Mr. Lang purchases 306 shares from Richard J. Nesbitt for $15,800. Prior to transfer Mr. Lang held less than 50%, with acquisition of additional stock he will own more than 50%. WNOP is assigned 740 kc, 1 kw, daytime. Filed June 10.

KPIK San Luis Obispo, Calif.—Assignment of license from S. H. Frowein, Aram S. Rejebian and Emma Widman d/b as San Luis Obispo Broadcasting Co. to Pacific Broadcasting Co. for $20,000. Principals in Pacific are: Marc H. Spinelli, presently on faculty of Woodbury College, Los Angeles, 25%; Mary Di Priter, 25%; Richard R. and Stanley Primanti, brothers and joint owners Primanti Bros. Restaurant, Pittsburgh, 25% each. In application for transfer, licensee states that unless transfer is granted station operations will have to be abandoned as operating losses are presently $2,500 a month. KPIK has been licensed since Feb. 1948 and is assigned 1340 kc, 250 w, unlimited. Filed June 20.

KSPA Santa Paula, Calif.—Transfer of control to Neal Van Sooy, editor and publisher Ventura County Publishing Co., daily paper, 20%; Martha Van Sooy 20%; M. MacDonald Seymour, real estate salesman for Davis-Baker Co., 20%; Estelle Seymour 20% and Katherine Van Sooy 20%. Consideration is $42,500. KSPA operates with 250 w unlimited on 1400 kc. Filed June 20.

WRJM Newport, R. I.—Assignment of license from John E. Malloy and Irene A. Malloy d/b as Voice of Little Rhody to Aquidneck Broadcasting Corp. New firm is comprised of Columbus O'Donnell, 83.5% owner of National Recording Corp. (tape recording), president 100%; James G. Black, vice president; Gilbert M. Congdon Jr., secretary. Consideration is $21,000. WRJM is assigned 1540 kc, 1 kw, daytime. Filed June 20.

WJOI Florence, Ala.—Acquisition of control of Florence Broadcasting Co., licensee by Joe T. Van Sandt from Clyde W. Anderson and Edna A. Caine. Plan is to reduce paid up capital of licensee from $21,000 to $18,000 through purchase by Mr. VanSandt of 15 shares each from Mr. Anderson and Miss Caine. Purchased stock will be retired. WJOI is assigned 1340 kc, 250 w, unlimited. Filed June 20.

Duhamel Resigns

RESIGNATION of Maurice F. Duhamel, executive assistant to the president of the World Wide Broadcasting Foundation, was announced last week. Mr. Duhamel, after a Maine vacation, will return to New York to participate in the formation of The Committee for Industrial Education, a national organization to outline opportunities to American youth in the individual enterprise system.

MERGER

Two Columbus, Ga., Stations Join Forces as WGBA

ANOTHER SIGN of a trend toward station consolidation in highly competitive markets was seen last week in Columbus, Ga.

In this city of approximately 75,000, the *Ledger-Enquirer* newspapers bought fulltime WSAC, a Mutual outlet, for $109,000 and propose upon FCC approval to turn in their own license for WGBA, an independent daytimer.

The number of AM stations in Columbus would thus drop from four to three.

Though the sale was not attributed to economic conditions and the newspapers had long been interested in acquiring a fulltime operations, observers thought it significant that they apparently plan no effort to sell their present station.

Instead, they propose to relinquish the WGBA license and operate WSAC's facilities 1460 kc with 1 kw, directionalized—using the WGBA call letters and WSAC's Mutual affiliation. WGBA is on 620 kc with 1 kw, daytime only.

Spokesmen said full plans had not been completed but that presumably the two stations' facilities, staffs, and accounts would be merged insofar as practicable. The transfer is subject to customary FCC approval. Appropriate applications will be filed shortly through the office of Dempsey & Koplovitz, Washington counsel for WGBA. Blackburn-Hamilton Co., radio brokerage firm, handled arrangements for the sale.

The purchase came on the heels of WMOB Mobile's cessation of operations the week before, but authorities drew a distinction between the two cases.

WMOB's closing, it was pointed out, was ascribed to continued operating losses caused by rising production costs and union demands for wage increases [BROADCASTING, June 20]. In the case of WSAC the sale was attributed to demands made upon the time of the principal owner by developments affecting his major business interests.

It was explained that President William K. Jenkins, prominent theatre man and owner of 60% of WSAC, considers it vital that he concentrate more time upon his theatre interests in view of the theatre-divestment program being undertaken by Paramount Pictures, with which he is associated. Willis J. Davis, 20% owner, also is associated with the theatre enterprises. The remaining 20% is held by Edwin Mullinax, WSAC vice president and general manager.

Mr. Jenkins also has minority interests in WSAV Savannah (about 20%) and WLAG LaGrange (16⅔%). Mr. Mullinax is general and commercial manager of WLAG.

The $109,000 purchase price, authorities said, represents the owners' investment in the station. WSAC has been on the air since Jan. 14, 1948.

WGBA, like WSAC, is a postwar station. It went on the air Oct. 4, 1947, and was preceded in operation by its FM affiliate, WGBA-FM, which was established in December 1946. It is licensed to Georgia-Alabama Broadcasting Co., which is under common ownership with the *Ledger* and *Enquirer* publishing company: Mr. and Mrs. M. R. Ashworth, 33⅓%; Mr. and Mrs. W. H. Chapman, 33⅓%; and W. E. Page and R. E. Page, 16⅔% each. Walter Windsor is manager of WGBA.

The other Columbus AM stations are older. WRBL, a CBS affiliate on 1420 kc with 5 kw, commenced operations in 1928. WDAK, ABC affiliate on 1340 kc with 250 w, started in 1943.

Unlike WMOB, which went off the air June 14, WSAC is continuing in operation pending FCC approval of the transfer. This is necessary since WGBA proposes to take over WSAC's operating assignment, whereas the WMOB case involved only the sale of physical assets (to the *Press-Register's* WABB Mobile for $150,000) and the license itself was to be returned to the Commission.

Meanwhile, tightening times were reflected in an application filed with FCC seeking approval of the sale of KPIK San Luis Obispo, Calif. The station is losing money at the rate of $2,500 a month and will have to cease operations if the transfer is not approved, FCC was told (details, this page).

A week before, the owners of WTWS Clearfield, Pa., turned in their license, explaining they did not consider it feasible to continue operations [BROADCASTING, June 20]. That lifted to 16 the number of AM authorizations which have been deleted since the first of the year, according to FCC reports.

Resolute Names

RESOLUTE Paper Products Corp., New York, has appointed Lester Harrison Inc., New York, to handle its campaign to introduce a new toilet tissue, "Sure." Radio will be used later in the campaign, which gets underway in other media immediately.

Durgin To Spot Sales

DONALD DURGIN, assistant sales manager of Chanel Inc. and before that assistant account executive at Foote, Cone & Belding, has joined NBC's national Spot Sales department as assistant to the manager of advertising and promotion.

STATION SALES

FCC Orders Hearings for 3

HEARINGS were ordered by FCC last week in three station sales. Outlets involved are WTRR Sanford, Fla.; WCMW-AM-FM Canton, Ohio, and KDLK Del Rio, Tex.

No dates were set by the Commission for the investigations and the issues in the proceedings were not announced.

WTRR seeks approval to sale by James S. Rivers to Myron A. Beck for $50,000. Mr. Rivers wishes to devote fulltime to his other station, WMJM Cordele, Ga. Mr. Beck with Homer D. Morrow at one time had received FCC permission to purchase WWLX Peoria, Ill., but the deal was never consummated [BROADCASTING, Dec. 20, 1948].

WCMW requests approval for transfer of control from five of 10 stockholders for $33,600 to S. L. Huffman, advertising agency owner, and K. B. Cope, attorney [BROADCASTING, Jan. 3].

The KDLK case involves assignment of license to new firm composed of three of four original partners. Thomas O. Matthews withdraws to re-enter Army while James A. Clements, Richard J. Higgins and Joe H. Torbett continue. Mr. Matthews' one-quarter interest is sold for $750 plus assumption of certain obligations [BROADCASTING, Jan 31].

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

IN THE GOOD OLD SUMMER TIME

On Records: Andrews Sisters—Dan Dailey—Dec. 24605; Horace Heidt—Musical Knights—Col. 36318; Dick Robertson—Dec. 1758; Horace Heidt—Brigadiers—Brunswick 8248; Buck Bassey—Vargo 29015.

On Transcriptions: Knickerbocker Four — NBC Thesaurus; Walter Preston—Associated; Ambassadors—Lang-Worth; Milton Charles—Lang-Worth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

At Deadline...

RAYTHEON GETS EXTENSION OF BOSTON TV PROJECT

RAYTHEON MFG. Co.'s WRTB (TV) Waltham, Mass., won recommended extension of completion date Friday in initial decision by FCC Hearing Examiner Hugh B. Hutchison although firm was taken to task on several points for protracted delay. WRTB would have to be ready for commercial operation in 90 days after grant by FCC of bid to move site to Medford, Mass.

In recommending renewal, report cited program plans to serve large Boston area and fact only two TV stations now operating there. Raytheon would complete station whether or not proposed CBS purchase for $242,000 were granted, decision said [BROADCASTING, Feb. 7]. WRTB is assigned Channel 2 (54-60 mc).

STEINMAN FM DISMISSALS

FM APPLICATIONS of WKBO Harrisburg, WORK York and WRAW Reading, Pa., three of six Steinman stations, dismissed Friday by FCC on applicants' petition. FCC refused to dismiss "without prejudice." Proposed decision was issued year ago to grant WKBO's FM bid but deny WORK's and WRAW's on duopoly grounds. Steinman's WGAL Lancaster, WDEL Wilmington, and WEST Easton have FM affiliates in operation.

TWO CAPITAL FM GRANTS

FINAL TWO of total 12 Class B FM channels allocated to Washington granted Friday by FCC to existing Class A outlets. WARL-FM Arlington, Va., won Class B Channel 286 (105.1 mc), relinquished by WTOP Washington in acquisition of WINX-FM, while Montgomery FM Broadcasting Corp., Silver Spring, Md., won Channel 290 (105.9 mc).

FOUR TV APPLICATIONS

TEXAS group filed Friday for three new TV stations. Partnerships of James B. Cheek, Ward B. Downs, M. F. Fooshee, Virgil A. Hargett, Winnie Shelton and Dave C. Edwards, seek Channel 11 (198-204 mc) in Abilene, Channel 7 (174-180 mc) at Midland and Channel 8 (180-186 mc) at San Angelo. Head of the Lakes Broadcasting Co., owner several stations and WEBC Duluth, Minn., Friday filed for Channel 3 (60-66 mc) there.

SHARE-TIME BAN DROPPED

FCC announced Friday it had abandoned its proposal to ban licensing of additional share-time or specified hours stations [BROADCASTING, April 18]. Move attributed to opposition registered by industry.

ORANGE, VA., AM GRANT

NEW AM grant to James Madison Broadcasting Corp. for 250 w fulltime on 1340 kc at Orange, Va., made final by FCC Friday [BROADCASTING, May 16].

NAB PROGRAM CLINIC OPENS

ATTENDANCE of 300 indicated at first NAB Program Clinic opening today (Monday) on downtown campus of Northwestern U., Chicago. Three-day meeting includes shirt-sleeve agenda covering news, sales, agency cooperation; working with representatives; improving programs; use of music and copyright services; transcription series, and related topics. Advance registration includes many top management executives along with program directors and others interested in this phase of station-network operation.

SALES SUBJECTS TO FEATURE NAB DISTRICT MEETINGS

SALES topics should dominate NAB district meetings this fall, in opinion of NAB Sales Managers Executive Committee which closed two-day Washington session late Friday (early story page 25). Special types of salable programs should be included in discussions, committee felt.

Continuation of TV subcommittee with enlarged membership voted by SMEC. Named chairman was Eugene S. Thomas, WOIC (TV) Washington, with networks and representatives to be included. Gordon Gray, WIP Philadelphia, named chairman of All-Radio Presentation Subcommittee, which also includes Mr. Thomas and Simon R. Goldman, WJTN Jamestown, N. Y. Mr. Goldman heads Small Market Subcommittee, with two more to be named. Arthur Gerbel Jr., KJR Seattle, heads Retail Advertising Subcommittee, with Mr. Goldman and Pete Schloss, WWSW Pittsburgh, as members. John M. Outler, WSB Atlanta, is chairman of Sales Practice Subcommittee, with Messrs. Gerbel and Schloss as members.

Continued study of TV sales practices, rate cards and contract forms voted by SMEC.

NABET THREATENS SUIT TO RECOVER RECORDS

FIGHT between NABET and group that broke away under name Technical Employes Union entered new phase Friday when NABET demanded accounts in possession of TEU officers. Accounts belonged to Hudson Chapter of NABET made up of engineers at WOR New York. TEU was formed by engineers dissatisfied because NABET did not take stronger stand in recent wage negotiations.

Clarence Westover, national secretary of NABET, said suit would be filed if material is not returned. Oliver Harper, TEU counsel in New York, said TEU intends to keep accounts and claimed 95% of former NABET WOR engineers in new camp.

Don Morrey, WGY Schenectady, and Ed Stolzenberger, NBC New York, named last week to the five-man NABET Executive Board. They succeed John Hogan, Washington, and Art Hjorst, Chicago.

KIGGINS NOW CONSULTANT

KEITH KIGGINS, former ABC vice president, is working out of Chicago as national AM and TV broadcasting consultant after resigning as executive at Television Assoc. He remains board member and major stockholder in video equipment concern, headed by William C. Eddy. Mr. Kiggins, who joined TA in March 1948, also supervises activities of WIKK Erie., of which he is half owner. His original job at TA was to organize sales division, taken over by RCA in April when Chicago sales office and showroom were closed. All operations now handled in Michigan City, Ind., plant.

WFMY-TV JOINS DUMONT

WFMY-TV GREENSBORO, N. C., has signed affiliation agreement with DuMont TV Network. Station is also CBS primary affiliate.

MORENCY HEADS CHAMBER

PAUL W. MORENCY, vice president and general manager of WTIC Hartford, named president of Hartford Chamber of Commerce. He is active in civic and industry affairs and for 11 years was NAB director.

REPRESENTATIVE GROUP OPPOSES LONG TV CONTRACTS

NATIONAL Assn. of Radio Station Representatives recommends that television stations do not adopt rate guarantee periods longer than one year and that all advertisers be treated alike in this rejection of long-term contracts.

Resolution adopted by NARSR Board was made as result of various propositions being submitted to television stations in early stages of TV growth, according to T. F. Flanagan, managing director of NARSR.

NARSR also decided to publish next autumn rate manual to assist timebuyers in making rapid computations of regional and national spot radio campaign.

NAB REORGANIZATION PLANS DRAFTED BY COMMITTEE

SEVERAL rough drafts of plans to reorganize NAB along functional lines to be worked on by members of NAB board Structure Committee, which meets again July 10 just before July 11-13 board meeting at Portsmouth, N. H. (early story page 23). Structure group met all day Friday in Washington office of NAB President Justin Miller.

Committee seemed convinced NAB must be sharply reorganized, with both divisional and federation ideas considered along with desire to streamline operation. Close attention given to advance results of BROADCASTING TRENDS study of industry sentiment on NAB operation (story page 23). NAB headquarters' officers to aid in refinement of structure plans, with industry.

AVCO NET SALES UP

INCREASE in net sales in first half of 1949 over same period last year and decrease in net income reported by Avco Mfg. Corp. Net sales for six months of 1949 were $71,054,898, compared with $62,257,080 year ago. Net income after taxes was $2,566,640, equal to 35 cents per common share. Consolidated net income for the first half of 1948 was $3,141,607 or 43 cents per share.

TOP TELERATINGS FOR MAY

MAY 1949 first fifteen Hooper Network Teleratings (TV home based estimates) are:

Texaco Star Theatre (24 NBC TV cities), 74.4; Godfrey's Talent Scouts (5 CBS TV cities), 73.0; The Goldbergs (11 CBS TV cities), 60.6; Toast of the Town (17 CBS TV cities), 54.6; Cavalcade of Sports (13 NBC TV cities), 48.1; Fred Waring (24 CBS TV cities) 42.1; Bigelow Show (27 NBC TV cities) 41.6; Suspense (10 CBS TV cities), 41.1; Arthur Godfrey and his Friends (26 CBS TV cities), 39.9; Admiral Broadway Revue (DuMont-NBC 30 TV cities), 38.1; Fireside Theatre (6 NBC TV cities), 35.1; Your Show Time (26 NBC TV cities), 34.3; Original Amateur Hour (15 DuMont TV cities), 33.6; Stop the Music (9 ABC TV cities), 32.9; Colgate Theatre (14 NBC TV cities), 31.5.

ASCAP TV ACCORD SEEN

HOPE of early agreement on industry-licenses brightened as network representatives continued negotiations with copyright group last week. Robert P. Myers, NBC, chairman of NAB music negotiating group, said recent progress portends early accord. ASCAP's temporary TV licenses extended another month to Aug. 1. Fred E. Ahlert, ASCAP president, said it was his "earnest belief" that negotiations will be concluded before Aug. 1.

DAYTIME SCHEDULE CUT

WCBS-TV New York abandoning daytime television, except baseball, for rest of summer. Station has been starting daily schedule at noon. Until fall, operations will begin at 5:15 p.m., save for afternoon baseball telecasts.

IBEW WINS TWO BALLOTS

IBEW received 3-1 decision in WQQW Washington technician election, according to NLRB. IBEW also named to represent WOV New York at recent election, NLRB found.

the Easiest way...

Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land . . . proving ground for America.

Here is a true cross-section of our country —a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution — winning dealer cooperation — getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

INCLUDED IN WLW's SERVICE FACILITIES . . .

People's Advisory Council
to determine program preference and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction on products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

Sometimes I linger overlong and catch a few minutes of Fred Waring, at 9, and then, as I just learned, the Missus switches to WGN for Art Baker's Notebook, at 10, followed by Victor H. Lindlahr, 'Against the Storm,' Kate Smith (speaking and singing) and Bing Crosby.

Says The Missus

My wife's impatience with some of radio's offerings is monumental, thus her recital of morning radio's virtues was a pleasant surprise.

Bing Crosby, of course, is one of our noblest American 'institutions.' In ancient times he would have been a troubador to gladden the hearts of kings.

'Baker makes very interesting comments on everything and Lindlahr's discussion of reducing diets is very well presented, my wife reports.

Soap Opera DeLuxe

Her greatest pleasure, however, is derived from 'Against the Storm,' a soap opera that deserves to be called by a better name.

The program has been heard locally since April 21 on WGN at 10:30 a.m., five days a week. But the series, written by Sandra Michael, was receiving high praise almost a decade ago when she began writing it.

Programming for the Missus

WGN has long prided itself on its variety of high caliber program entertainment . . . whether morning, afternoon or night.

Recently, the adjoining column appeared in a Chicago independent newspaper* . . . a testimonial to WGN's program variety for the missus' of the Middle West.

But whether you want to reach the missus, the mister or the small fry with your advertising message . . . WGN can do the job for you. Let us design the program that will give you the best results.

And REMEMBER . . . when you buy . . . always make your best buy WGN!

Chicago Daily News—Sam Lesner's Column

More people listen to WGN each week than any other Chicago station

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4